

CHEMIST & DRUGGIST

the newsweekly for pharmacy

a Benn publication

January 29 1983

PA campaign
goes ahead

Comptroller
suggests
dispensing GPs
overpaid

HSS admits
difficulties
over industry
profit control

Water cuts:
advice to
pharmacists

ota breakers
discussed by
I Council

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

January 29, 1983

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Into battle

This week sees the end of the preliminary skirmishing on Sunday trading laws, and the commencement of the Parliamentary battle. As we went to press on Wednesday, Mr Ray Whitney MP was introducing his revisionary Bill to journalists at the House of Commons (p156). And to coincide with the second reading next week, the shopworkers' union, USDAW, will be presenting its opposition report to the Press. All other interested organisations are stepping up their public relations activity at the same time.

On Tuesday, the National Pharmaceutical Association Board also reconfirmed its opposition to wholesale changes in the law governing Sunday trading, and has added its voice to those calling for a full Government inquiry.

The Association's objections are broadly in line with those already made by the Retail Consortium. It is felt that traders will be forced to open on Sundays if their competitors do so, that prices are bound to increase with higher costs and no corresponding rise in overall trade, that the use of relatively unskilled staff will give multi-commodity retailers an advantage over the specialist, leading to a general decline in standards of service, and that pressure for increased policing, refuse collection and public transport on Sundays will increase Local Authority costs. The NPA also says the views of those who object to Sunday trading on religious or moral grounds should receive a further hearing.

Turning specifically to pharmacy, the Association points out that the existing NHS contract obliges pharmacies to be open on all weekdays and so rules out for pharmacists the increased flexibility of opening hours promised by the reformers. Certain of the "halfway house" measures which have been proposed would also be closed to the profession for this reason,

including the National Chamber of Trade's proposal that shops be allotted a maximum number of opening hours per week to use as they wish.

These are all powerful arguments against a total removal of restrictions: hopefully they will be put to Parliament and carry the weight they deserve.

1983 Directory

The 1983 edition of Chemist & Druggist Directory, now published, brings our respected reference source completely up-to-date. It comprises 368 pages in the usual A4 format and incorporates thousands of changes — new products, new companies, addresses and telephone numbers, new legislation and other reference information and new personal contacts.

The unique Tablet and Capsule Identification Guide includes over 100 new products, as well as obsolete and discontinued products for identification. Other sections include a buyers' guide to products, manufacturers and suppliers index, pharmaceutical and trade organisations, hospital pharmacists, multiple retail/wholesale outlets, NHS structure and services, Medicines Act/regulations and orders and legislation for retailers.

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NPA campaign goes ahead in April

The National Pharmaceutical Association's advertising campaign on behalf of retail pharmacy is to go ahead, with the support of some three-quarters of the membership.

Seventy-three per cent of members renewing subscriptions during November and December declared themselves in favour of the proposed campaign and prepared to support it by paying the increased subscription. The voting figures were:- in favour 975; against 363; not indicating either way 76.

If those who did not indicate for or against are assumed to be in favour (and all in fact paid the £50), the proportion in favour rises to 74.3 per cent.

The first advertisements will appear at the beginning of April and although similar to those circulated to members in September 1982, a number of changes have been made to the copy and illustrations in the light of comments received from members. For example, the "teddy bear" advertisement will no longer show bandages — it has been suggested it would be dangerous to imply that pharmacists are qualified in first aid.

The campaign's main slogan will be: "Ask your pharmacist — you'll be taking good advice".

Counterfeiting law under scrutiny

Counterfeiting is now costing Britain more than £200 million a year, according to a report in *The Clapham Omnibus*, the journal of the National Consumer Council.

Last year trading standards officers brought over 300 prosecutions for counterfeit goods, but the NCC realises that this is "just the tip of an enormous — and growing — iceberg".

"Reproduction" perfumes are being sold in street markets, with, for example, "Chanel No 5" selling at £1.50 an ounce rather than £10, in packs which look identical to the authentic perfume except for disclaimers written in very small print.

The Institute of Trading Standards Administration wants a change in the Trade Descriptions Act with the term "counterfeit" being more closely defined to include goods which have "falsely applied a name, mark or title to a copyright work which directly or by

implication infers that the goods were produced by or with the consent of the legal owner of that name."

Sunday trading Bill published

Ray Whitney's Private Member's Bill to remove restrictions governing Sunday trading has now been published. If the Bill becomes law, all shops in England and Wales will be able to open on Sunday and in the evening whenever they wish, and would no longer be obliged to close early one day a week. The current Act's employee protection provisions would remain unchanged.

In support of his Bill, Mr Whitney cites a new MORI poll commissioned by the National Consumer Council. Members of the public were asked whether they wished their MPs to support or oppose the upcoming Bill to liberalise restrictions in trading hours. Of those respondents expressing an opinion, 73 per cent said they wanted their MPs to support the Bill, while 27 per cent hoped they would vote against it.

Mr Whitney points out that this support for changes in the law runs across all social classes and political parties. Accordingly, he is hoping Parliament will bear the poll results in mind when his Bill — drafted with help from the Home Office — comes up for second reading on February 4.

He dismisses those who oppose the Bill as "scaremongers" and says his recent visits to Scotland, where Sunday trading is already legal, have confirmed his view that no dire consequences would result from changes in the English law.

Babymilk code

The World Health Organisation meeting in Geneva has decided not to tighten its 1981 international code governing the advertising and promotion of breast milk substitutes.

In a *Financial Times* report the WHO executive board says their code on the £1.8 billion market should be left unchanged to allow manufacturers more time to bring practices into line.

A draft UK code, drawn up by the Food Manufacturers' Federation in consultation with the Ministry of

Agriculture, Fisheries and Food and the Department of Health is currently being circulated for comment.

Dispensing during water strike

Pharmacists and dispensing doctors who do not have access to fresh supplies of potable water because of the water worker's industrial action can use freshly boiled and cooled purified water on prescriptions requiring the addition of water. Purified water can be used only if tap water is unavailable and the prescriptions must be endorsed.

Water from a "public water undertaking", unsuitable for drinking immediately, may be used after boiling. The Department of Health says local advice should be followed.

The DHSS, the Pharmaceutical Services Negotiating Committee and the British Medical Association agreed on this guidance for pharmacists and dispensing doctors this week, after the industrial action by water workers began on Monday.

© Kirby-Warrick Pharmaceuticals have trebled production of their Puritab water purification tablets to meet any increased demand which may result from a prolonged water workers' strike. This forms part of an emergency plan agreed between the company, the World Health Organisation and the Red Cross.



Mr Peter Brown, MPS (left), of Stewart N. Anderson (Chemists) Ltd, Stevenage, receiving first prize for a Disprin five star stockists draw. Mr Peter King, of Reckitt & Colman, recently presented Mr Brown with a cheque for £555. The draw was open to all independent chemists who stocked all five sizes of Disprin

Overpayment to dispensing doctors?...

A report questioning the efficacy of the Pharmaceutical Price Regulation Scheme and suggesting that dispensing doctors might be overpaid, was to be examined by the Public Accounts Committee on Wednesday after *C&D* went to press.

In the report, the Comptroller General suggests that doctors may be over-remunerated for dispensing when compared with pharmacists. "But if so, this is at the expense of other general medical practitioners, not the Exchequer," he adds.

The report explains that all GPs receive allowances for rent and rates and partial reimbursement for some employees. Dispensing doctors receive additional allowances which could include elements for the cost of premises and staff and might therefore result in some duplication of practice expenses. The 1982 report of the Doctors' and Dentists' Review Body had commented on the increasing differential between the net income of dispensing and non-dispensing doctors and the Department of Health believed it was undesirable for the latter to be over-remunerated compared with other GPs, although the medical profession had not seemed unhappy about the current distribution of total earnings through fees and allowances. The Comptroller also notes that the Department was concerned, "in the interests of good relations between pharmacists and dispensing doctors," that the latter were not overpaid and was

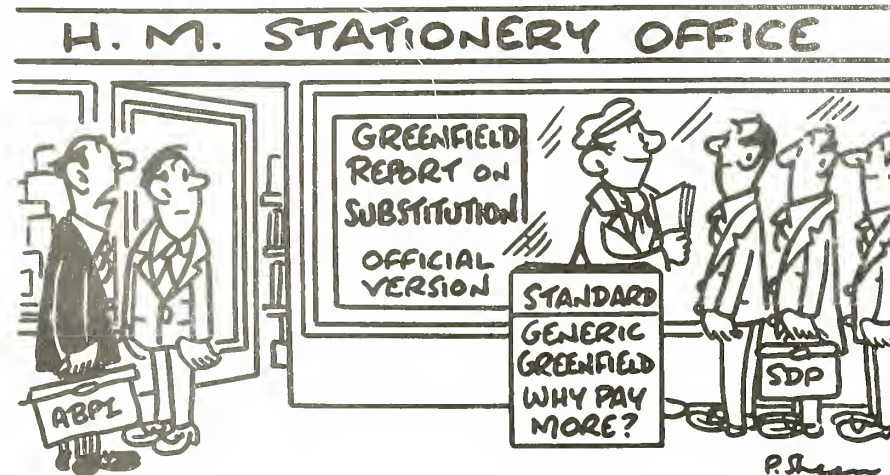
...approval for PPRS

Turning to the Pharmaceutical Price Regulation Scheme, the report says that the Department believes the scheme ensures fair and reasonable drug prices in the NHS while enabling an efficient and profitable industry to be a major employer in the UK and to contribute substantially to exports.

"My examination has indicated, however, that the Department acknowledged the difficulty in administering the profit control aspect of the scheme, that there are uncertainties about the reasonableness of transfer prices and that the Department has inadequate evidence to establish objectively the efficiency of the industry," the Comptroller concludes.

DHSS gets few rebates

For 1979 and 1980, the Department assessed that UK sales of prescription medicines by over 60 of the larger manufacturers totalled £1,665m, including profit of £252m which represented a 17.8 per cent return on costs. The Department had secured few



"Now can you see why the industry's so worried?"

to discuss these aspects with the two professions before reporting to the Review Body this year.

Discussing pharmacists' remuneration, the report explains that the Department had estimated that between October 1980 and May 31, 1981, pharmacists had been over-reimbursed by some £20 million. The Pharmaceutical Services Negotiating Committee had agreed to offset £15m against other sums due to chemists for 1981 leaving the balance to be recovered if necessary when the results of the discount inquiry were known. The report refers to the difficulties in finding sufficient pharmacists willing to participate in the inquiry, adding that the Department was considering making compliance with inquiries a condition of service for pharmacists. As a result of these delays the Department was unable to determine what amounts might be due to or from chemists from October 1980 onwards.

Public Accounts Committee on the report's findings.

Appropriation Accounts (Volume 8: Classes XI and XII 1981-82, HMSO £5.80).

Commenting on some Press reporting of the Comptroller's views, a spokesman for the Association of the British Pharmaceutical Industry said this week that there was no evidence one way or the other that the PPRS was not working reasonably on behalf of the taxpayer. No system was ever going to be perfect and the Scheme was constantly being reviewed and refined. The ABPI believed the Comptroller's report to be a fair and objective assessment of the situation.

OU drugs course

An Open University course designed to give doctors a better understanding of the pharmacological basis for using drugs was launched in London on Wednesday.

"Topics in drug therapy" is a pilot course funded by the Department of Health, and is initially limited to three topics — problems and issues in drug therapy; anxiety and benzodiazepines; and antibiotics, practice and politics.

The course took two years to put together and was initially proposed by the Council for Postgraduate Medical Education in England and Wales, which worked in collaboration with the Open University on its production.

The course aims to make doctors more aware of their reasons for prescribing drugs and of choices they have. Each module or topic has two components. One is for private study and consists of a workbook, supplementary readings and an audio tape. The other is a video tape for use by small discussion groups in postgraduate centres under the leadership of a course tutor.

The materials are available from clinical tutors at postgraduate centres, or direct from *The Health and Social Welfare Section, The Open University, Sherwood House, PO Box 188, Bletchley, Milton Keynes MK3 6HW.*

rebates of profits disclosed by companies but the overall effect of its action to reduce or reject manufacturers' proposed price increases was "impracticable to assess". The Comptroller observed that the Department's economists had been unable to draw firm conclusions about the reasonableness of profits earned under the PPRS.

Transfer prices

The Department also acknowledged the difficulty in assessing the reasonableness of transfer prices without access to the supplying affiliates' books, and had recently decided to commission a study by external accountants. Meanwhile it had carried out spot checks of overseas prices, comparing the costs of similar products in the home market and seeking assurances from companies on transfer prices charged. Where excessive profits were identified they were added back to profits allowable on UK trading.

On Wednesday, Sir Kenneth Stowe, Parliamentary Secretary, Department of Health, was to be questioned by the

Some Tenterden money will go towards rural compensation

The fate of some of the remaining balance of the monies contributed to the Tenterden fund is still undecided. Donors had until the end of the last year to claim the 48 per cent unused portion of their donation or allow it to form the basis of the Clothier Compensation Trust.

The Pharmaceutical Services Negotiating Committee will decide at its February meeting whether to commit any of the £9,600 balance of its £20,000 donation to the Trust, a spokesman told *C&D*. At its meeting this week the Board of the National Pharmaceutical Association decided: "... to give a proportion of what was left over [£7,200] to the Clothier Compensation Trust."

The PSNC spokesman said the questions asked of the Rural Pharmacists Association over their refund had now been answered (*C&D*, January 22, p97) and they would be getting "something over £5,000" back. Only a few individuals and companies had requested refunds from the £3,000 they contributed. The Pharmaceutical Contractors Committee, Northern Ireland, had asked for the balance of their £1,000 donation.

The accounts should be resolved shortly and the full accounts of the Tenterden fund published, the PSNC spokesman said.

Strong demand for PAGB leaflet

Demand for a leaflet entitled "You and your medicine", launched by Broadcasting Support Services last November, has exceeded the original print run (*C&D* November 20, 1982). The Proprietary Association of Great Britain, funding the leaflet, has doubled its budget to cope with orders. The PAGB hopes the inevitable backlog of requests will be cleared shortly, now reprinting is complete.

'Growth money' for Health Service

An extra £98m of growth money is to be made available to 14 English regional health authorities for the year 1983-84. Included in this amount are "efficiency savings" of 0.5 per cent which are lost from the extra money if not effected by a particular RHA.

This means the Government is allowing the budget for the health service in England to grow by 1.2 per cent. However, the allocation of the money to each region varies in line with the Resource Allocation Working Party

(RAWP), taking into account for the first time the revised population figures from the 1981 census.

The money to be distributed per region, including the 0.5 per cent for efficiency saving is: Northern (1.2 per cent); Yorkshire (1.6); Trent (2.4); East Anglian (2.9); NW Thames (0.3); NE Thames (0.3); SE Thames (0.35); SW Thames (0.35); Wessex (2.1); Oxford (1.45); SW (1.65); West Midlands (1.3); Mersey (1.1) and NW (1.25).

Mr Norman Fowler, Secretary for Social Services, announced the extra allocation of funds in a parliamentary written answer to Mr Tim Smith this week.

Yardley stop imports of licensee 'lavender'

Following proceedings in the High Court last year Kenneth Higson, Consumer Products and Number One have now given permanent undertakings not to import or sell "English Lavender" soap (both bar and liquid) manufactured by Jovan Inc of Chicago, Yardley's licensee in the United States.

The undertakings were given by counsel for Kenneth, Michael and Peter Higson and Transworld Trading and Shipping Ltd, who trade as Consumer Products and Number One, and Beauty Worldwide NV. Yardley had previously been granted two temporary injunctions in the proceedings, the second being confirmed by the Court of Appeal (*C&D*, July 17, p96).

Yardley of London managing

director, Janet Lloyd said: "We are delighted that we have obtained these formal undertakings which mark a most satisfactory outcome for us and our loyal customers. We are grateful for all the help we have received during the course of the action."

Kodak awards

Three independent photofinishers have won the Kodak Silver Award for consistent excellent quality in November and December. They are, Colourcare Photo Service, Chester, Forest Photographic Ltd, London, and Munns Brothers, Birmingham.

The Kodak table of merit for December is: Belmont Photo Works Ltd, Belfast; Colourcare Photo Service, Chester; Colourcare Photo Service, Downton; Forest Photographic Ltd, London; Foto Inn Ltd, London; B. Alan Freegard Ltd, Poole; Munns Brothers Ltd, Birmingham.

Safety Act review

A review of the Consumer Safety Act is now being drafted and should be presented to ministers at the end of January. It is expected that a White Paper will go before Parliament in mid-late April.

The Government's move to review the Act has the approval of the National Consumer Council which has lately discovered dangerous electric hair curlers and cosmetic kits containing lead.



First and second prize winners in the Elida Gibbs Vestric "Win a lifetime of holidays" competition were Mr George Quayle, MPS, of Netherton Park Pharmacy, Emmerdale Road, Liverpool and Mr Nurdin Sadikot, director of Akarimons Chemist Ltd, Northcote Road, London SW11. Their prizes comprise two weeks each, time-sharing for life in a three bedroom villa at Marbesa. Pictured from left to right are Mr and Mrs Quayle, Mr Peter Worling, managing director of Vestric, Mr Sadikot and Mr Fred Wilding of Elida Gibbs

By Xrayser

Vestric retirement

Mr Gwynne Tasker, FPS, operations director for Vestric, retired recently. Mr Tasker served his apprenticeship with L.J.T. Davies (Chemist) Ltd and registered in 1941. After military service he returned to Rowland James Ltd, where he had worked after leaving school. He was appointed branch manager in 1947 and director in 1949. Rowland James was absorbed by British Drug Houses and became part of Vestric when that company was formed in 1966. Mr Tasker was appointed regional director for South Wales and the South West and joined the board in 1973.



Mr Gwynne Tasker, FPS, receiving a book of signatures from Mr M. J. Morgans, financial accountant of Vestric

Death

Simpkin: Recently, Mr Clifford Simpkin, a director of A.L. Simpkin & Co Ltd, aged 82. Mr Simpkin was a brother of the founder of the family business — manufacturers of chemists' glucose products — but "made his mark" as the company's representative in the North of England for over 40 years.

News in brief

■ **C&D** understands the Greenfield report is likely to be published next week. Secretary for Social Services, Mr Norman Fowler announced in the House of Commons last week (*C&D* last week), the report would be published "shortly".

■ Subscriptions to the East Anglian Chemists Golfing Society (£5) are now due and should be sent to J. Phillips, The Pharmacy, Dedham, Colchester. Five fixtures have been arranged for 1983, and new members are welcome.

■ **Tesco** have introduced child-resistant closures on their own-label bottles of bleach as a trial in six North West England supermarkets. Although child-resistant containers are not yet compulsory in the UK, countries such as America and Australia already require that manufacturers use them on products such as bleach and disinfectant.

Worthy effort

The Editor has forwarded to me a letter from a pharmacist on Merseyside, chiding me for "glorying in the task of gathering information for the insulin changeover." Questioning my health as well; and generally making the point that I (and the rest of us) am (are) an idiot (idiots) to take on a job the GPs didn't want — and to do it for nothing!

It was quite a long letter, in the course of which I was told that the writer had written to the BMA and the BDA giving his point of view. And then, because he had no reply (I wonder why?) he threw away his forms. . .

Yet another rugged individualist breaks the surface! I'll tell you something. Professional strength and identity do not come from those who vigorously pursue their own individual line, disregarding their potentially valuable part in the wider scene. Filling in these forms does not take hours, and to my mind is an unexpected opportunity to expand on our role. This small service to our customers becomes our gift to them at a time when we are contemplating a national PR campaign to tell them what we do.

In our fight for a wider recognition I think it is a gift to us as well, and one which, if we think about it, will be seen to be of great value. Do you want the receptionists to be responsible for filling the cards in properly? Ask yourselves: which would your customers prefer?

As for moaning about not being paid for the work? There is a time for casting your bread upon the waters, and another for withholding your labour. A mulish refusal to do this small service without a special payment is not so much wrong, as *inappropriate* at this time.

Hand wringing

It fair makes me weep to hear the president of the Society say he is ashamed of unhygienic premises in pharmacy. He tells us half the newly-opened pharmacies, and certainly many in the London area, are not up to present standards at the time of registration. "Why then," we may ask, "are they not examined before registration is granted?" And why is registration not refused? The fact that on paper they may appear to satisfy laid-down standards is not good enough, and if the law does not allow us to prevent registration, then the law should be changed in the public interest. Perhaps it's time we had some new case law on the subject to see how far we can go.

As for this suggestion about speeding

up action through the Ethics Committee and the Statutory Committee, it seems about as real as entering a steam roller in the Monte Carlo Grand Prix — because the way those Committees are set up appears to deny speed.

Our inspectors have to be given authority to close a pharmacy which falls below the high standards we demand.

Other countries manage well enough. In Australia (or is it New Zealand?) I am told that the inspectors have the right and duty to inspect not only the presence of a set inventory of equipment, but the cleanliness and suitability in the dispensary, and the shop, for the work carried on. And have executive powers. Years ago, having worked in an admirable company pharmacy and then in a series of appalling Victorian . . . er premises (I cannot bring myself to grace them with the title of pharmacies) I had the temerity to write to the Society with amazing revelations of what I found. But nothing appeared to happen. If the president is to be believed, perhaps today it would.

Male toiletries

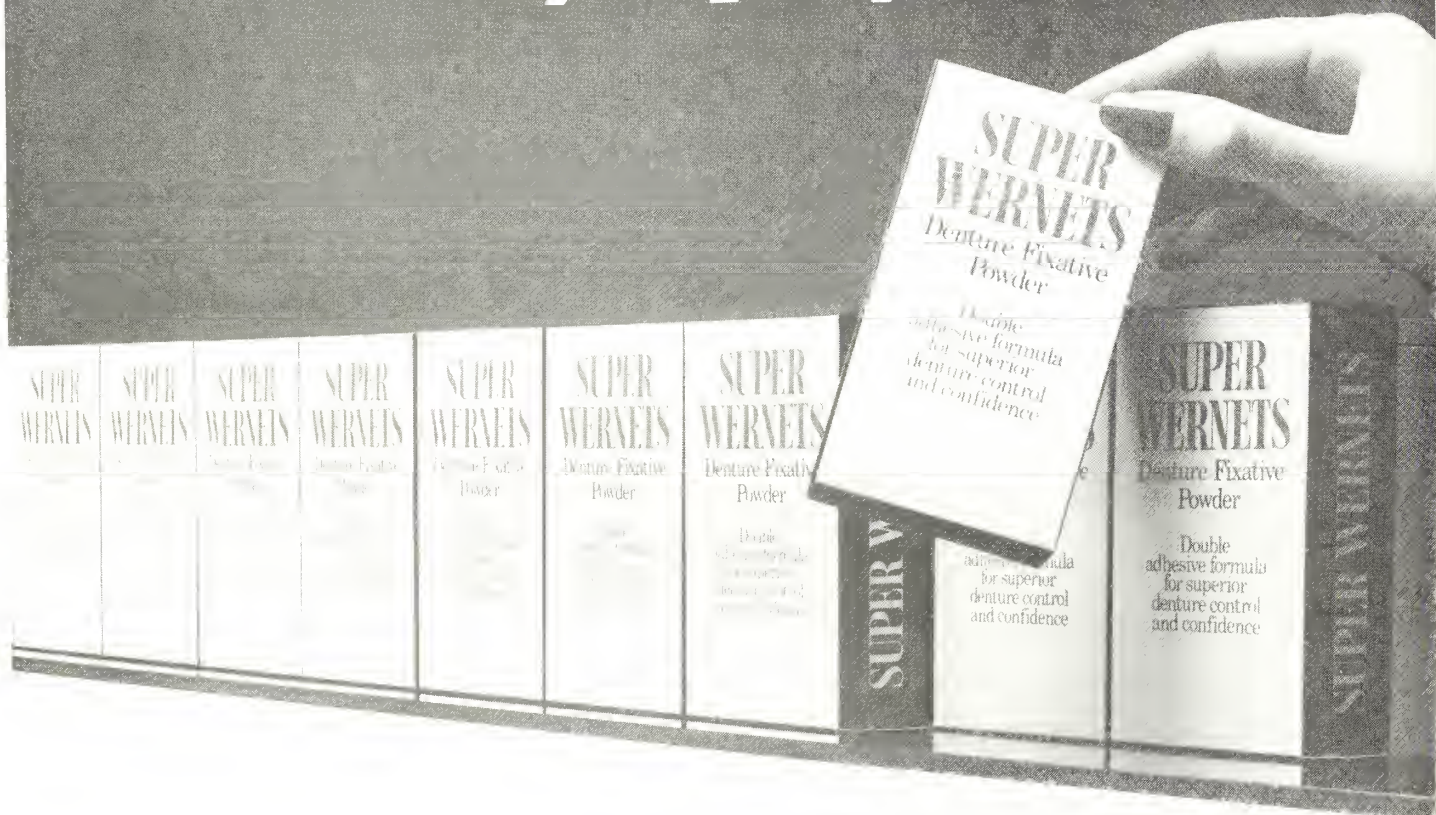
The swagman called the other day, opening an executive suitcase full of treasure — Zendique, Turbo, and a row of other specials for men at give away prices. "It's no good," I said. "Even if they're *free* I don't want them now." The poor man then showed me his latest mistake: a new aftershave! I got rid of nearly all *my* mistakes at Christmas (truly a blessed season, I always think) and am grateful this year to see nicely empty shelves in the men's section.

I'll not be popular in admitting that Turbo was the flop of all time in my shop, while the only way I could get rid of Black Label was to drink it. But as soon as I was down to two deodorant sticks and a pre shave, "Tottie" my new young assistant, trying to be helpful, put the aftershave tester out again and persuaded no fewer than three customers it was what they wanted!

Overall my sales ran: Brut, Old Spice and Denim, with a scrappy tailing of Tabac (very slow), Max Factor, Cedarwood and some Classic. I would have been able to move a great deal of the old Imperial Leather if the makers had had the wit to capitalise on what they had, but their decisions are beyond all understanding.

Being nicely conservative myself I can't help a certain wry amusement at the number of hopefuls who still enter the lists, confident they can prove the British male is the same as his Continental or American counterpart. Fact is, he ain't! And he tells me that "Scent is for fairies" — whatever that means!

When it comes to denture fixatives, honesty always pays off.



- 18 million denture wearers in the UK could benefit from using a fixative.
- We can honestly say Super Wernets is the No 1 favourite and more denture wearers than ever are going to be using it.
- Honest and direct advertising means they'll realise Super Wernets is the best remedy for their nitty gritty problems.
- The biggest ever spend from March to November. National press support plus colour pages for optimum impact in leading women's magazines.
- More people using Super Wernets will mean a bigger turnover for you.
- Interested in an honest profit? Then see your Stafford-Miller representative or phone Hatfield 61151 for details of the bonus and special deals on offer.

From Stafford-Miller. The leading name in denture fixatives.

PRESCRIPTION SPECIALITIES

Pulmicort inhaler

Manufacturer Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR

Description Metered dose aerosols (adult and paediatric) delivering 200 micrograms or 50 micrograms per actuation of budesonide for inhalation via a Spacer adapter

Indications For patients with bronchial asthma who have not previously been well controlled on bronchodilators or anti-allergic agents. Budesonide is a non-halogenated corticosteroid with a local anti-inflammatory action in the lungs without giving rise to systemic effects

Dosage Adults: 200 micrograms twice daily. During severe asthma the daily dose may be increased up to 1,200 micrograms. Children: 50-200 micrograms twice daily

Contraindications, precautions Care is

needed in patients with tuberculosis, and infections in the airways. Administration in pregnancy should be avoided.

Treatment usually shows therapeutic benefit within seven days, except in the case of excessive mucous secretion when a concurrent course of oral corticosteroids may be necessary. Transfer of patients on oral corticosteroids must be carried out with care over a period of time, gradually reducing the oral dose

Side effects Occasional cases of mild irritation of the throat and hoarseness have been reported. Candidiasis of the mouth and throat due to drug deposition occurs in some patients

Packs Inhaler 200 microgram/puff (£10.16), refill cannister (£8.66).

Paediatric inhaler 50 microgram/puff (£6.16), refill cannister (£4.66 all prices trade)

Supply restrictions Prescription only
Issued January 1983.

Monoparin injection

Manufacturer Weddel Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX

Description Clear, colourless or straw coloured preservative-free solution of heparin sodium (mucous) adjusted to a pH of 5 to 8, supplied in single dose vials containing 1,000, 5,000 and 25,000 units heparin per ml

Indications Anticoagulant for use in treatment of arterial and venous thrombosis

Dosage, precautions etc As for other heparin preparations

Packs 10 ampoules (1,000 units/ml £1.45, 5,000 units/ml £2.75, 25,000 units/ml £11.00 trade)

Supply restrictions Prescription only
Issued January 1983.

Farluta tablets

Manufacturer Farmitalia Carlo Erba Ltd, Kingmaker House, Station Road, Barnet, Herts EN5 1NU

Description White, round, uncoated, biconvex, scored tablets, diameter 9mm or 11mm, stamped "100" or "250" diametrically and containing 100mg or 250mg medroxyprogesterone acetate respectively

Indications Palliative treatment of hormone-sensitive malignancies

Dosage Breast carcinoma: 1000mg to 1500mg daily, doses up to 2000mg daily have been used. To be effective, oral dose must be at least two or three times the recommended intramuscular dose
Endometrial, renal and prostatic carcinomas: 100mg to 500mg per day

Contraindications, warnings etc As for Farluta injection

Packs 100mg, 100 tablets (£34 trade). 250mg, 50 tablets (£40 trade)

Supply restrictions Prescription only
Issued January 1983.

use — action is rapid in onset and of short duration. Anterograde amnesia frequently occurs during peak sedation. The mean elimination half life is about two hours — metabolites do not contribute significantly to the clinical effects

Dosage To be given by slow intravenous injection until the patient becomes drowsy but response to command is maintained. 0.07mg/kg body-weight has been shown to be adequate in most cases. Lower doses may be necessary in the elderly. Midazolam has not been evaluated for use in children

Contraindications, warnings Safe use in pregnancy has not been established. Use with caution in lactating mothers, and patients with myasthenia gravis. Otherwise as for other benzodiazepine preparations

Packs 10 ampoules (£5.90 trade)

Supply restrictions Prescription only
Issued January 1983.

Merital AM tablets

Manufacturer Albert Products, Division of Hoechst UK Ltd, 50 Salisbury Road, Hounslow, Middlesex TW4 6JH

Description Salmon coloured tablets containing 100mg nomifensine hydrogen maleate

Indications Antidepressant

Dosage Up to 100mg as a single daily dose in the morning

Contraindications, warnings etc As for other preparations of nomifensine

Packs 30 (£8.95 trade), 100 (£28.50 trade)

Supply restrictions Prescriptions only
Issued January 1983.

Frisium in epilepsy

Frisium capsules are now indicated for adjunctive therapy in resistant epilepsy. The recommended dose is 20mg to 30mg per day increasing to maximum of 60mg daily if necessary. Both Frisium and Merital are now being marketed by Albert Products, a newly formed division of Hoechst UK. *Albert Products, Division of Hoechst UK Ltd, 50 Salisbury Road, Hounslow, Middlesex TW4 6JH.*

Solivito will be available in packs of 10 vials (£15.95). The five-vial pack has been discontinued. *Kavitrum, Kavivitrum House, Riverside Way, Uxbridge, Middlesex UB8 2YF.*

■ Stie-lasan ointment will be available in packs of 100g (£3.79 trade). *Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough, Berks SL1 4QA.*

Hypnovel injection

Manufacturer Roche Products Ltd, 40 Broadwater Road, Welwyn Garden City, Herts

Description Colourless glass ampoules containing 10mg of midazolam base as the hydrochloride in 2ml colourless aqueous solution

Indications As intravenous sedative cover before and during minor medical, dental and surgical procedures. Midazolam is an imidazobenzodiazepine with typical pharmacological properties. In clinical practice the induction of sleep is the main

Tedral suspension replaced by elixir

Tedral suspension is to be discontinued and replaced by a reformulated preparation, Tedral elixir. Each 5ml of the elixir will contain theophylline 30mg and ephedrine hydrochloride 6mg. The clear yellow liquid (Prescription only) will be in 200ml bottles (£0.63 trade). The dosage of the elixir is double that of the suspension and orders received after stocks of the suspension have been exhausted will be filled with 2 x 200ml elixir for each 200ml of suspension ordered. *Wm. R. Warner & Co Ltd, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

A close-up photograph of a hand with red-painted fingernails holding a tube of Mentadent toothpaste. The tube is white with a red band across the middle. The brand name 'mentadent' is printed in large, bold, black lowercase letters on the white background. Below the brand name, on the red band, is a small circular logo with a cross inside, followed by the text 'clinically tested toothpaste' and 'helps you to protect your gums and teeth.' in white lowercase letters.

mentadent

clinically tested toothpaste
helps you to protect your gums and teeth.

BIGGEST BRANDS ✓ BIGGEST SALES ✓ BIGGEST PROFITS

First again!



Mentadent P, the newest toothpaste development since fluoride now introduces the newest toothpaste dispenser since tubes: the pump!

With one simple, easy push on the unique Mentadent P pump, consumers can protect their gums as well as their teeth with the perfect amount of toothpaste for really effective brushing.

In addition, the strong pack design has an outstanding appearance on the shelf.

And Mentadent P is backed by an enormous £3.5m advertising campaign including a special "Pump" TV commercial, which means the squeeze is over in more ways than one!

Make sure you stock this exciting new toothpaste that's a jump ahead in protection and will be pumping you ahead in profits!



Green light for increased sales

New Benylin^{*} Mentholated adds to your profits.

Benylin Mentholated not only relieves coughs but also clears nasal congestion.

Yet another top profit winner for you, combining the benefits of Benylin's renowned efficacy with a proven decongestant plus the penetrating power of menthol.

It means that, more than ever, there's a trusty Benylin for you to recommend for most types of cough. And for every customer.



Further information and data sheets are available on request.

PARKE-DAVIS

part of the Warner-Lambert Group

Usk Road, Pontypool, Gwent NP4 0YH.

**WARNER
LAMBERT**

*Trade mark RB2349

Benylin

YOUR TOP PROFIT WINNER

Benylin range: Expectorant: Diphenhydramine HCl BP 14mg, Ammonium Chloride Ph Eur 135mg Sodium Citrate Ph Eur 57mg Menthol BP 1mg Fortified: Diphenhydramine HCl BP 14mg Dextromethorphan HBr Ph Eur 6.5mg and Sodium Citrate Ph Eur 57mg Menthol BP 1mg Paediatric: Diphenhydramine HCl BP 7mg Sodium Citrate Ph Eur 28.5mg Menthol BP 0.55mg Mentholated: Diphenhydramine HCl BP 14mg Dextromethorphan HBr Ph Eur 6.5mg Pseudoephedrine HCl BP 22.5mg Menthol BP 175mg

Mentadent P pump dispenser innovation by Elida Gibbs

Mentadent P toothpaste is to be available from March in a pump dispenser. This will join the existing tube, launched by the company last year (*C&D*, September 9, 1982).

The move is seen by manufacturers Elida Gibbs as enhancing their reputation for innovation in the toothpaste market.

Designed to stand upright, the dispenser operates mechanically based on a one-way valve system. Each push on the pump gives a controlled measure of toothpaste and a red band appears in a window at the top of the dispenser when the pack is almost empty.

Marks & Spencer market the only other pump dispensed toothpaste currently available in the UK. In Europe the main brands available are Theramed from Henkel which is available in Germany and Austria, and in France Colgate market Defend. Gibbs believe their dispenser is superior to those existing in Europe.

The pump dispenser will not take shares away from the tube variant, say Gibbs, who anticipate a 10 per cent value share of the market for Mentadent by the end of the year. The pump has a rrp of £0.75 and contains 100ml (the family size Mentadent P tube contains 125ml and retails for £0.65).

A 10 second advertisement featuring the pump dispenser will be screened from March supplementing the existing "Firm foundations" advertisement. Research on the latter found that it scored 85 per cent on recall and 78 per cent of those questioned thought the toothpaste was different from the others available. Forty six per cent said they would probably buy



The Mentadent P pump dispenser available in March

it and 36 per cent said they may.

Sheena Gemmell, product manager, says Mentadent P has a growing seven per cent sterling share of the market — five per cent in volume terms. (In chemist outlets, Mentadent has a 10 per cent sterling share). This growth, she says, has come from Crest and Colgate Dental Cream and the company is confident they will not meet the difficulties confronting liquid soap manufacturers, pointing out that the price differential is not so great. In research, Gibbs found that people preferred the pump dispenser to a traditional tube. *Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY.*

water formulations and all the products have a neutral pH and contain a light natural fragrance. *Laboratories Roc (UK) Ltd, 13 Grosvenor Crescent, London.*

February offers from Vestric

Vestric special offers for February include Body Mist 2, Complian, Crest toothpaste, Snugglers, fabric and Airstrip Elastoplast, Elnett hairspray, Harmony hair colourant, Impulse body spray, Kotex Simplicity, Soft 'n' Sure, Brevia and Sylphs, Pears shampoo, Signal toothpaste, Steradent powder, tablets, fixatives, and toothpaste. *Vestric Ltd, West Lane, Runcorn, Cheshire.*

Bumper offers from Unichem

More than 40 product lines will be on special offer to Unichem members throughout February, and a further selection of products, including baby cereals and foods, will be on offer in part two. A selection of the products will be featured on posters, price cards and shelf barkers. Alberto VO5 shampoo and conditioner, Angiers junior aspirin, Atrix cream, Beechams powders and tablets, Beechams powders hot lemon, Bonjela, Body Mist aerosol, Buttercup syrup, Cream Silk, Dentu-creme, Duracell batteries, Elastoplast airstrip and stretch fabric, Elseve shampoo, Revlon Flex conditioner and shampoo, Glints hair colourant, Germolene, Germoloids suppositories and ointment, Glucodin, Hedex, Kleenex for men, Labello, Odoreaters, Pears soap, Panty Pads, Radox salts and showerfresh, Right Guard ZR roll-on, Signal toothpaste, Supersoft hairspray, Sucrets, Trugel, Tampax, Tramil, Vespré, Vivas bodyspray, Veno's original, honey & lemon and adult, and Wright's coal tar soap.

Sundries offers of Denman hair brushes, Griptight soothers and Dunbee bibs, will also be available.

Offers available February 15-28 are: Milumil baby milk, infant foods, cereal and yogurts, Aptamil, Seven Cereal breakfast rusk, fruit rusk, savoury rusk and Pampers elasticated. *Unichem Ltd, Crown House, Morden, Surrey.*

Seven seas launch

Seven Seas are spending £¼m to support the recent launch of vit c + , cholesterol-free lecithin, super vitamin B6 and, in the Maxepa range, a marine lipid concentrate. Advertising is currently running in the women's Press, colour supplements, *Reader's Digest*, *Radio Times* and national Sunday newspapers. Special emphasis will be given to vit c + and Maxepa, the latter with the theme "A way to a man's heart is through his stomach." Seven Seas are offering a freepost service to consumers wishing to learn more about Maxepa. *Seven Seas Health Care Ltd, Marfleet, Hull HU9 5NJ.*

New size Mum

Bristol-Myers have deleted the 30ml size Mum rollette and have replaced it with a 40ml size. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.*

Roc range for delicate skin

Roc are launching a new skin care range specifically for delicate skin. The range will be available from Harrods, Selfridges, selected Boots and leading chemists from the end of January.

Sixteen products are included in the range which comprises two formulations — light formula for normal/combination skins and enriched formula for dry skins. Included are cleansers, fresheners, creams and emulsions, hand cream, body lotion, soap, and for special care, there is an eye care cream and 'R' wrinkle treatment cream. Prices range from £2.75 for the soap to £12.75 for the wrinkle treatment cream.

The creams and emulsions are oil-in-



**Our new slim
They've taken
They'll save y**



e heaters.
ff inches.
pounds.

In your store, space is for selling in.
Which is why the latest electric storage heaters are designed to take up less of it.
SLIM. Take the Dimplex Supertronic in the picture. As you can see, it's slimmer than ever, making profitable use of space. And it's styled to be unobtrusive.

EASY TO INSTALL. New slimline storage heaters don't just save space. They also save much of the hassle of installation, because they need no plumbing system or flues, just a simple wiring job.

So they can be fitted cheaply and quickly – often in less than a day. With little disruption to trade.

ENERGY SAVING. You'll find their running costs more competitive than ever, too. Thanks to low-cost night-rate electricity – and the latest control technology. The Dimplex Supertronic in the picture has an energy-saving temperature sensor which regulates its input charge automatically. All models have controls which give you economical warmth day and night – or a boost of heat if you need it.

NO REGULAR MAINTENANCE. If you thought all this would be expensive to maintain, forget it. Unlike any boiler system, our slimline heaters are designed not to need regular servicing.

All in all they offer a combination of low cost and high comfort that makes them one of the most cost-effective heating systems there is. Particularly in these lean times.


The Dimplex Supertronic is part of a range of efficient electric heating equipment our commercial heating specialists will be glad to show you.

Ring them on **Freefone 2284**, or drop in at the Build Electric Bureau, 26 Store Street, London WC1. Alternatively, contact your Electricity Board, or fill in this coupon.

Please send me more information on electric heating systems, insulation and controls. Post to: The Build Electric Bureau, The Building Centre, 26 Store Street, London WC1E 7BT.

Name/Position _____

Company/Address _____

 **Dimplex**
HEAT ELECTRIC
WE HAVE THE POWER TO HELP YOU
The Electricity Council, England and Wales.

RV run prize draw worth £10,500

To encourage placement and display of the new counter top display units for Clearasil, Topex and Biactol, Richardson-Vicks are running a prize draw with prizes worth over £10,500.

Each retailer, who displays the Topex and Biactol units for 12 weeks and the Clearasil unit for six weeks, will receive an entry for each display to the grand draw to be held on May 16. First prize is an MG Metro, and the other 80 prizes include mini hi-fi systems, microwave ovens and food processors. In addition there will be three lucky number draws on February 21, March 18 and May 16 for 10 other prizes. Winners in the lucky draw will be re-entered for the next draw.

The Topex dispenser takes eight each of Topex lotion and cream, and the unit has a pocket for the new "Topex guide to health skin" leaflet. The Biactol unit takes 8 x 150ml bottles of Biactol and carries the Biactol sporting offer leaflets while the Clearasil merchandising unit takes the whole Clearasil range.

Richardson-Vicks Ltd, Rusham Park, Egham, Surrey TW20 9NW.

Charles of the Ritz addition

Charles of the Ritz have made an addition to their skin care range with Auraseva skin renewal treatment. It has been created to complement the Auraseva treatment 21-day programme, but can also be used on its own. Skin renewal treatment comes in two sizes, 25ml (£20) and 50ml (£30) and will be available in February. Charles of the Ritz Ltd, 51 Charles Street, London W1X 7PA.

Snug in a rug profits with NPA

Independent Chemists Marketing Ltd are offering chemist members travel rugs (retail value £11.50 each) with orders over £80 for Nucross surgical dressings during February. NPA products on offer in February include Nusoft sterilising tablets, Lotus bubble bath, Lotus cold cream, Nursery wool, Nuholme washing-up liquid, Nusoft kitchen towels, Nuholme aluminium foil, Nuholme mansize tissues, Nusoft twin toilet rolls, Nuholme bleach, floor & wall cleaner, cream cleanser, fabric softener & conditioner and pine disinfectant, Nuholme family tissues, Nuholme antiseptic and Nusoft deluxe rubber

gloves and Nusoft 50s tissues.

Sanpro promotion

The Nusoft sanpro promotion features free stock for the chemist with extra value packs. Two free towels are being offered in every pack of press-on towels 10's, press-on towels 20's will have two free packets in every member pack of 12, mini pads will have two free packets in every Member Pack of 24, and there is a 22p consumer saving on Nusoft panty liners.

Chemists are also being offered a 10% bonus on the following Nucross packed goods: paracetamol 100s, aspirin 100s, Gees linctus 200ml liquid paraffin 200ml, zinc & castor oil cream 200gm, cold sore lotion 15ml, glycerine lemon & honey 100ml and 200ml, surgical spirit 200ml and codeine linctus 100ml — all with increased member margins. Increased margins are also offered on Nucross glucose with a bonus of 25p per member pack. The 5% discount on the full range of photographic flash products is to be continued this month. Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.



Display aids for Yeastvite and Vyckmin fortified have been introduced by Beecham which can be used as a shelf edger or pack facsimile. A press campaign for Vyckmin fortified is to continue until the end of March. Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex

Cow & Gate run chemist 'auction'

Cow & Gate are aiming a major promotion at independent chemists, with prizes and free gifts.

For every order placed with a Cow & Gate representative for Cow & Gate products, the chemist will receive a number of auction units. The units can be collected to get a free gift, choosing from a selection including a Smith's carriage clock, Hanimex calculator, and French wine. The chemist may also use the units

to bid for a Mini Metro, a Rolex gold watch, and many more prizes.

The competition runs until April 8, and is applicable to all Cow & Gate products.

Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.

Reminder of Vichy expiry dates

Vichy remind retail pharmacists of the following expiry dates applicable to money-off vouchers on their products: — 85p Emulsions Essentielles and 50p foundation (fond de teint doux) (consumer September 30, 1982; trade February 28, 1983); 85p cleansing milk and 85p tonic lotion (consumer October 31, 1982; trade February 28, 1983); £1.00 Equalia Christmas promotion 1981 (consumer December 30, 1982; trade March 31, 1983); 50p Vichy products (consumer December 31, 1982; trade March 31, 1983).

The vouchers should be sent to: Coupex, 40-42 St Peter's Street, St Albans, Herts. Vichy UK Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon.

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is

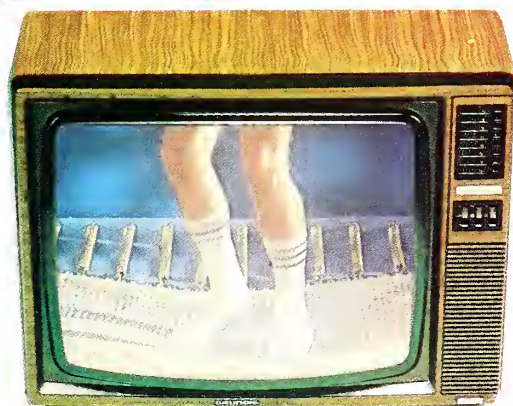
Algipan:	So
All Clear shampoo:	All areas
Anadin:	All areas
Askit powders:	Sc
Bit razors:	All areas
Buttercup cough syrup:	So,NE
Cleasil cleansing lotion and deep cleansing milk:	All except G,B,We
Crookes One-A-Day:	All areas
Farley's rusks:	Ln,M,Lc,Y,Sc,NE
Fennings Little Healers	Y
Harpic Bleachmatic:	All areas
Hexed:	All except U & E
Karvol capsules:	All except E
Oil of Ulay	M
Oral B:	Ln, M
Paddi Cosifits:	All areas
Sanatogen multivitamins:	All areas
Scholl thermal insoles:	All areas
Simpe skin care range:	Ln,M,(inc Bt)
Strepsils tablets:	All areas
Sunsilk shampoo:	All areas
Topex:	All except U & B
Vicks Sinex nasal spray:	Y
*Bt = Breakfast television	

Get on the up and up with Tubigrip.

Things are really looking up!
Because now Tubigrip – for
years Britain's foremost support
bandage – goes retail.

Over the counter at chemists
everywhere.

It's supported by one of the
bounciest launches you've seen in
years.



With every aspect of the campaign calculated to put
Tubigrip uppermost in the consumer's mind.

There's a smart new retail pack, an eye-
catching new dispenser and full supporting
point-of-sale material.

Powerful advertising in the national press.

PLUS a memorable live action TV
campaign.* (Look out for the Tubigrip trampo-
linist and join him on the up and up.)

The new 1m and 1/2m packs are available now.
So stock up – and join us on the up and up.

*initially in the Granada region (equivalent to £600,000 nationally)



Seton®

THE 'TUBIGRIP' PEOPLE

Seton Products Limited, Tubiton House,
Oldham OLI 3HS. Tel: 061-652 2222 Telex: 669956

Janssen Going places.



**Watch this space for
more ethical products
for counter prescribing
from
Janssen.**



Further information is available on request from
Janssen Pharmaceutical Limited, Janssen House, Marlow, Bucks. SL7 1ET.
Telephone: Marlow (06284) 71744 Telex: 847788.

Maybelline to make you blush

Maybelline Brush Blush 11, the same slightly pearlised powder formula as the single pan Brush Blush, is now available in a duo compact (£2.25).

The two shades, a blusher and a complementary highlighter, can be worn together or singly. Colour combinations are bramble frost and damson, rose frost and country rose, champagne frost and precious peach, and almond frost and beech nut.

A slimline compact contains two pans and an applicator brush. The case is white with a see-through top and is hot stamped with silver.



Blister card Brush Blush 11 is packed in chipboard outers of three. A counter display unit with a shader headcard comprises four shades — 24 units altogether — (£32.40), has a 40 per cent mark up on sale. Brush Blush 11 will be on sale from March. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Two competitions

by Duracell

Two competitions, one for the consumer and one for the trade are to be run on Duracell batteries. POS material will feature four facts about the batteries and consumers will be invited to enter the free competition by answering questions relating to the four facts and on-pack information.

Six Nikon EM cameras are the first prizes and six Sony Walkman cassette players for those who come second, and for 600 runners up there is a Duracell drumming bunny featured in the television advertising campaign. A money off promotion, offering up to £0.30 off the 5-type battery will run alongside the

promotion while stocks last. The consumer competition closes May 1.

At the same time retail outlets will be issued with a list of 11 questions, based on facts about Duracell, plus a tie breaker. First and second prizes are the same as in the consumer competition but there are only 60 drumming bunnies for the runners-up. *Duracell (UK), Gatwick Road, Crawley, Sussex.*

Tonic campaign

A campaign to associate liquid tonic with the younger woman has been launched by Sanatogen.

Two-colour advertisements will appear in the women's Press worth £100,000 until

May. A television campaign worth £450,000 will run nationally until March.

Offers to the trade on Sanatogen liquid tonic include 5 per cent discount on orders of two to five dozen until February 25, and 10 per cent on orders over five dozen. *Fisons Ltd Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Support for Kalms

Kalms herbal sedative tablets are to be backed by an advertising campaign in the *Daily Mirror, Sun, Daily Express, Daily Telegraph, Daily Mail* and the *Sunday Express*. *Ernest Jackson & Co Ltd, Crediton, Devon EX17 3AP.*

Watching the IPC women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the March editions due to appear mid-February.

Albion soap:	M,Y	Lipcote:	W,M
Ashe Labs range:	W	Estee Lauder:	M
Maws:	M	Lilia White Lil-lets:	Y
BCP Nylax:	W	Louis Marcell:	M,Y
Beechams Badedas:	W	Mentholatum balm:	W
Germaloids:	W	Miners:	Y
Vykmin :	W,M	Neutrogena:	M
Yeastvite:	W,M	Nicholas Labs Almay:	Y
Bickiepegs:	M	Nicholas Feminax:	M,Y
Bristol-Myers Glints:	Y	L'Oreal Belle Color:	W,M
Cacharel Anais:	M	Elnett:	W
Carnation Slender:	W,Y	Duo-tan:	M
Chanel:	M	Velvet:	W,M
Charles of the Ritz:	M	Phillips Kitzyme:	M
Chefaro Predictor:	Y	Vetzyme:	W
Ponds coco butter:	W,M	Plough Maybelline:	M
lip balm:	W	Proctor & Gamble Pampers:	M
Vaseline:	W	Radiol Biovital:	M
Clarins:	M	Reckitt & Coleman junior	
Clinique:	M	disprin:	W,M
Combe Lady Grecian:	M	Revlon:	M
Lanacane:	W,M,Y	Richardson Vicks Clearasil:	Y
DDD Dentinox:	W	Rimmel:	W,Y
Wate-On:	Y	Robinsons of Chesterfield	
Christian Dior:	M	cotton wool:	W,M,Y
Elida Harmony:	Y	Rochas spring look:	M
English Grains Sure Lax:	M	H. Rubinstein skin life tonic:	M
Ex Lax:	M	Sancella:	W,Y
Glymiel:	WM	Vidal Sassoon:	M
Healthcrafts Ladycare:	W	Seven Seas healthcare:	W,M
Heinz baby food:	W,M	Sterling Health Delrosa:	M
Slimway:	M,Y	Wet Ones:	M
Johnson & Johnson Stayfree:	W	TCP ointment:	M
Jolen:	Y	Tampax:	Y
Kimberly-Clark Fems:	W,Y	Thompson Aqua Ban:	W,Y
LRC Durex:	W,Y	Slimline:	W,Y
Lancome:	M	Thornton & Ross Zoflora:	M
G.R. Lane Quiet Life:	W,M	Vichy:	M
		Wella:	M,Y
		Zena cosmetics:	M

□ IPC have recently increased by 25 per cent their advertising spend behind the young womens Press (*Honey, 19, Woman's World* and *Look Now*) and have reduced copy dates from 9 to 6 weeks for *19* and *Look Now* and 10-7 weeks for *Woman's World* and *Honey*.

Museum pieces — from ancient to modern

Transforming the dull and featureless into something interesting and attractive is a major function of good design, and it can become a powerful marketing force. Nor does a business need to be large to warrant this treatment — even the most modest will benefit.

This technique has been applied effectively at Perth chemists R. P. Blair, run and owned by Janet Boardman MPS. This century-old pharmacy was acquired by Mrs Boardman a year ago and still contained its original fittings, some of which were unusual and attractive compared with modern shop furniture.

Nevertheless the narrow cramped shop was ill-fitted to display merchandise effectively. With its very large counter, customer congestion was almost inevitable, and its old shallow showcases obscured the merchandise, making it appear dull and uninteresting. Says Mrs Boardman: "A lot of people found the interior fascinating — but as a museum piece rather than a sales area."

It was not surprising therefore that she decided that, if she wanted to expand her turnover, she would have to redesign and redevelop her premises. She called in pharmacy specialists Dollar Rae. The main objectives were, first, to create more spacious layout and display to enable merchandise to be more effectively presented. Secondly, Mrs Boardman wished to retain the shop's more attractive traditional features and ensure that moves

to modernise the pharmacy were in harmony with these.

Apart from the original chemist's drawers, almost all the other old fittings and furniture were cleared out, giving much more space for display and customer movement. Additional sales area was recovered by taking away old office space and removing a mezzanine floor, combining to create a total sales area of 420 sq ft.

Customer contact

An open dispensary was situated in the rear, providing a convenient control point for the whole sales area as well as an important point of customer contact with the pharmacist. Seating was also installed for those waiting for prescriptions, with a Dollar Rae medical counter placed in front of the dispensary.

With mid-floor displays removed because of the narrow premises, the main means of merchandise presentation are the wall display units. No canopies have been attached to these, so as to maximise the feeling of space. Nor have spotlights been attached to the suspended ceiling, which contains directional fluorescent

lighting angled on to the wall displays.

The now more spacious interior has enabled a cosmetics and perfume display to be introduced. Not only has customer traffic movement been considerably improved, but customers can now see more clearly what item they are looking for, and have more opportunity to browse. The volume of business has risen accordingly, with prescriptions up by 10 per cent and OTC sales expanded substantially.

Decor has been chosen to blend with the traditional character of the pharmacy. Predominant colours are rust and cream, the floor covering being a rust carpet.



Stained ash timber has been used for graphic features — also very much in keeping with the traditional chemists' image — and the original walnut finish of the drawers has been maintained. The retention above the dispensary of an old clock mounted on a black glass panel and decorated in gold lettering also emphasises the history of the premises.

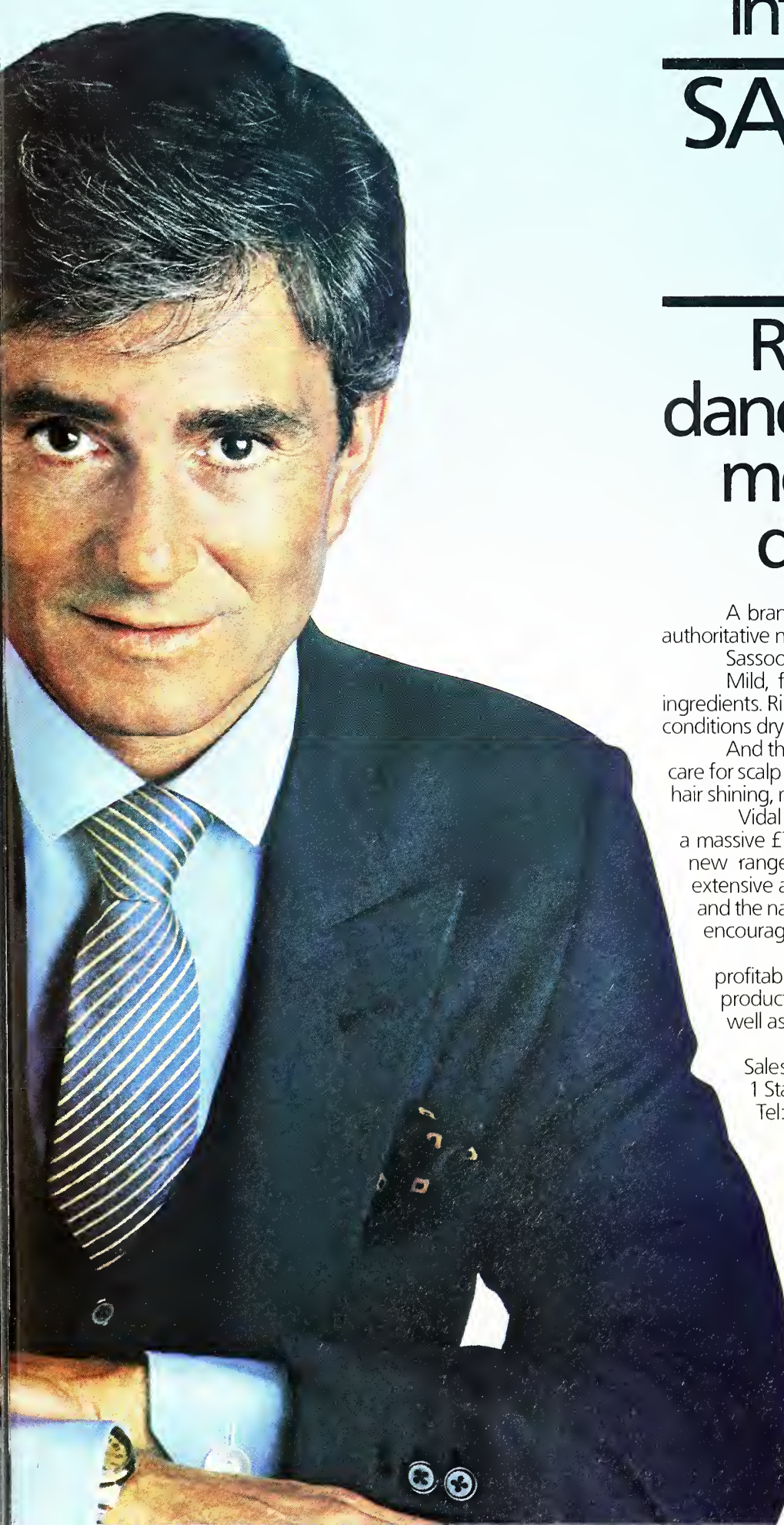
The business is in a listed building, so the exterior has been preserved, but back panels on the window were removed to allow a clear view of the interior from the street. The shopfront has been repainted and the lettering of the business name renewed in gold paint. A traditional mortar and pestle above the door has been illuminated, with light showing through areas of red glass in the mortar structure.

The new style pharmacy has been operating since October and customers are responding favourably, with the level of business continuing to rise.

More Shopfitting on p174



The original chemist's drawers at R. P. Blair were reshaped to form the base for these wall units. The dispensary's old-fashioned clock (above right) was also retained



Vidal Sassoon
introduces

SASSOON
DTM

**Removes
dandruff flakes,
moisturises
dry scalp.**

A brand new product idea from the most authoritative name in hair care.

Sassoon D.

Mild, fragrant shampoo, free from harsh ingredients. Rinses away loose dandruff flakes and conditions dry scalp.

And the first ever conditioner formulated to care for scalp and hair, moisturises dry scalp, leaves hair shining, manageable and full of body.

Vidal Sassoon himself will be appearing in a massive £750,000 campaign to launch this new range. On television and supported by extensive advertising in women's magazines and the national press with a 20p off coupon to encourage trial.

And because Sassoon D is more profitable than any other leading dandruff product, the launch is great news for you as well as your customers.

To order, ask your Vidal Sassoon Salesman or contact us at: Vidal Sassoon, 1 Stadium Way, Tilehurst, Reading, Berks. Tel: Reading 411323.



Continued from p172

Open-frame modular gondola system

Versatile Fittings have designed an open-frame gondola unit — the Versiframe — which can be built in a variety of shapes to suit any sales area.

The Versiframe is made up from one-metre modules, two of which join to form the basic unit, and can be added to by clipping on an additional frame. Finished in brown the frame accepts the complete range of Superslot hook-on equipment. Each frame is priced at £30.57 (list), and the frame-joining clips are £0.92 each. Versatile Fittings Ltd, Bicester Road, Aylesbury, Bucks HP19 3AH.

Enamelled shelving supports

Aluminium shelving supports with a stove enamelled finish in five BS colours plus black and white are new from Tebrax. The colours are red, brown, yellow, green and blue. They will be available on selected items from the Tebrax range of slotted uprights and brackets for shelf supports.

As well as the standard range, other BS colours can be made up to order (large orders at no extra cost, small quantities being subject to minimum charges). Tebrax Ltd, 63 Borough High Street, London SE1.

Service across the spectrum

Shopfitting consultant H. A. Peyser can certainly lay claim to providing a versatile service! The design illustrated never actually became a reality, due to the relatively high cost involved, although a face-lift to the premises was carried out.

At the other end of the spectrum, a



Circlex Displays Ltd used a combination of their modular Idea system and traditional counters to fulfil the specifications for this Manchester beauty store. The illuminated back shelving was constructed on-site from gold anodised aluminium framework and connectors. The system is priced by single component. Connector rods cost around £0.95, while the metal surface panels sell for about £1 each. The company thinks of the system as a construction set as it can be assembled by the shop owner himself, and easily added to or changed as new components are purchased. Circlex Displays Ltd, 19 Gordon House, Gordon Works, Valley Road, Sheffield 8

recent Manchester refit called first and foremost for economy in the choice of ever-expensive dispensary fittings, lighting, floor coverings, heating and so on. Detailed plans were drawn up with the pharmacists involved, leading to direct purchase of these fittings through Mr Peyser's contacts in the trade.

This made it possible to obtain labour-only quotations for the assembly required — so leading to considerable savings. H. A. Peyser, 20 Fairfax Avenue, Didsbury, Manchester M20 0AJ (tel 061 445 3506)

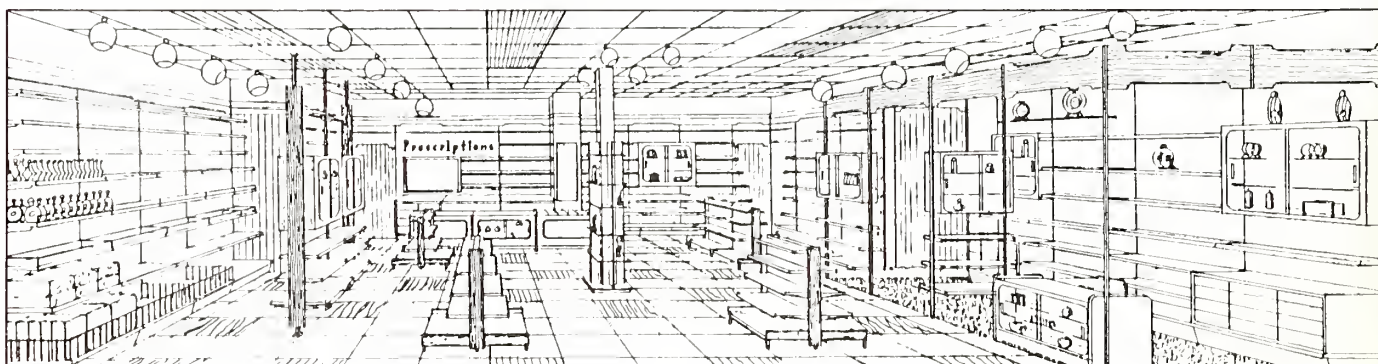
Ceiling-only mobile rod shelving

Fairfield's mobile rod system uses transparent shelf attachments to give products an attractive "floating"

appearance. The rods can be fixed from ceiling only, making them particularly useful in shops with high ceilings or where there is wasted space above existing low-level units. Rods are provided with screw fittings at either end, allowing them to be assembled to the required length.

Rods are priced at £4.32 per metre, and available in 1m, 0.5m and 0.25 metre lengths. Top and bottom fixtures cost £1.57, and there are two shelf sizes available, priced at £4.43 and £7.02. These prices are exclusive of delivery.

A range of specialised accessories can be attached to the rods, including specialist sunglass displays. Showcards, mirrors and lighting can also be fitted. The system can be fixed to existing concorde lighting tracks. Fairfield Displays Ltd, 32 Victoria Road, Farnborough, Hants GU14 7PG (tel 0252 546191).



PERFORMANCE WISE...

Lotussin gives effective relief for persistent, dry or irritating coughs.



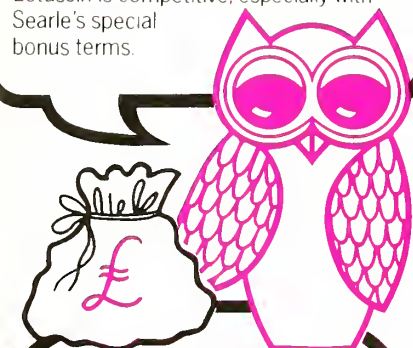
PRICE WISE...

Lotussin is attractive to the customer at £1.08 per 100 ml pack.



PROFIT WISE...

Lotussin is competitive, especially with Searle's special bonus terms.



PHARMACY WISE...

Lotussin is exclusive to family chemists and backed by Searle service to the retail pharmacy.



AIDS TO BUSINESS

Mediprint labeller launch next month

A computerised dispensary labeller based on the Dragon 32, and costing only £650 (+ VAT) is to be launched next month by Aarifa Software Systems Ltd.

The Mediprint has a separate buffered, two-colour printer, allowing the system to be up to ten labels "ahead" of the printer. Up to 600 drugs may be stored in the memory — 200 are permanent and 400 may be chosen by the pharmacist. The program and some data is stored on a detachable cartridge, and is thus non-volatile in case of power failure, says the company.

The system has a cautionary label facility, utilises 60 dosage codes and can cope with 20 product groups. Daily prescription analysis and stock usage reports are also available, along with batch labelling.

A two tier maintenance agreement is planned, with either 24 hour or three day replacement options. *Aarifa Software Systems Ltd, Willington Road, Etwell, Derby.*

Sanyo offer new range of ECRs

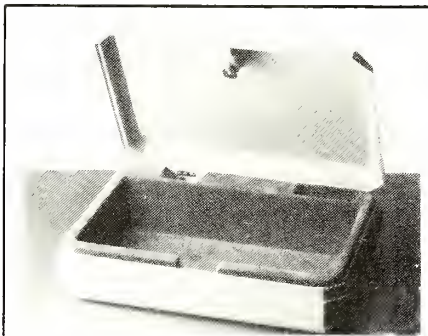
A pull-up, revolving turret display is a feature of the Sanyo ECR 550. This new model offers a choice of keyboards having four, six or eight department keys and has facilities for up to four operators to register their own sales totals. A built-in clock records the date and time of each sale and will produce a report of sales made during every hour. Five tendered keys permit end-of-day analysis of the methods of payment used.

A 45mm paper is used for both audit and ticket rolls. A five mode tax computation program gives a choice of tax incorporated in a sale but shown separately, or with net sale shown and tax

registered afterwards. The ECR 550 (around £500-£550) includes built-in



rechargeable battery support to protect memory for up to 1,000 hours in case of power failure, and complete security with three locking mechanisms. *Sanyo Marubeni (UK) Ltd, 8 Greycaine Road, Greycaine Estate, Watford, Herts WD2 4QU.*



An Alarm Box moulded in thermosetting resin from Quirefive Ltd. Once activated it emits an alarm if moved, which sounds constantly while the box is in motion. Measuring 9 by 12 by 3 in the box (£28.50) is powered by a 9 volt battery which keeps the alarm sounding for up to two hours. *Quirefive Ltd, Mulberry House, Canning Place, Liverpool L1 8HY.*

THE WISE CHOICE FOR FAMILY COUGHS

COUNTER PRESCRIBE WITH CONFIDENCE

Lotussin

SEARLE

Searle Consumer Products Division of G D Searle & Co Ltd PO Box 53 Lane End Road High Wycombe Bucks HP12 4HL

Lotussin and Searle are registered trade marks

Chemist & Druggist 29 January 1983



Program update for PLP labeller

Kirby Oldham sold over 60 of their PLP 2 dispensary labellers, and have now sold around 30 of the latest PLP 3 version, they say.

The new model measures 10¾ × 18in, and has a permanent memory which can accommodate up to 1,300 drugs chosen by the pharmacist. Retrieval is through an alphanumeric code via a "qwerty" keyboard. A 32 character display gives a visual check of instructions.

The PLP 3 prints labels 2.3 by 1.2in 28 characters wide with a two colour facility, using a dot matrix printer. There is a continuous print option for duplicate labels. Each machine (£895) has a one year



warranty and after sales service is carried out by regional representatives usually within a couple of days. There is a three week delivery time. *Kirby Oldham Ltd, Ellen Street, Oldham, Lancs.*

In-store bar coder

A demand label printer for bar coding is being introduced in the UK, enabling retail outlets to bar code goods packaged "in-house".

The printer — called the Zebra, from Teleprinter Equipment — can be connected with a local terminal as a label preparation system or, via a RS232 interface, with a computerised pricing, stock or distribution system. The Zebra uses a dot matrix impact printer and can produce, from resident software, all known bar code standards, says the company. It also offers four alternative alphanumeric type sizes and "OCR



readable" fonts. Labels are dispensed, within one to three seconds — with backing removed if desired — from standard rolls. *Teleprinter Equipment Ltd, CAE Group, Akeman Street, Tring, Herts HP23 6AJ.*

CD invisible marking ink

A new security endorsing kit by Volumatic may be of use for CD security.

An invisible anti-theft identification mark can be applied to confidential documents, and is also suitable for use on any porous material.

The kit comprises a special air-tight stamp pad bottle of invisible ink, and two security marker pens. Once the article has been marked, the stamp will only show up under ultra-violet light.

The Volumatic security endorsing kit (£21 trade) provides protection for only a few pence per item. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

'Wash off' labels

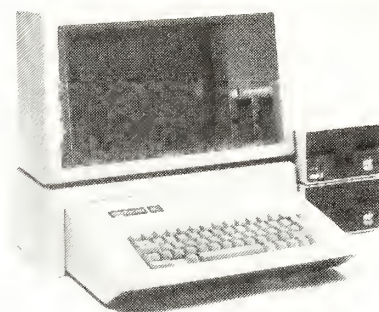
Varn-Tor are now in a position to supply pre-printed (or plain) self-adhesive labels in either "permanent" or "wash-off" form, they say. The "wash-offable" labels can be quickly and cleanly removed

after they have been soaked in warm water. Both forms can be used with ball-point and felt-tip pens as well as being suitable for use with a typewriter.

The labels are available in a range of standard sizes varying from 25 × 25mm to 90 × 40mm, and can be printed in any chosen colour on either white or tinted paper. They are normally supplied in reels (die-cut), but can also be delivered in flat sheets. *Varn-Tor, 19a Church Street, Kingsbridge, Devon.*

Versatile price marking label

A self adhesive label which can be used on more than twenty different models of price marking machines has been announced by Data Label. The label can be used on both 22mm and 26mm widths. Features include U cuts and backing slits which together with a high tack removable acrylic adhesive gives the widest possible usage including low temperature labelling says the company. *Data Label Ltd, 11 New Street, Earl Shilton, Leics LE9 7FS.*



The Apple IIe launched last week will gradually replace the Apple II plus and can use its software. The IIe has a new logic board, keyboard, case design and other features — some completely new for an Apple II series computer and others available previously only as options. Failure rate is said to be once every 5,200 hours for the IIe with its SRP of £845 (all prices quoted are ex VAT). The starter system (£1,199) includes the 64K IIe, disk drive with controller, monitor and stand and 80-column card and is available in February. Apple have also launched a dot matrix printer (£425), letter quality printer (£1,350) available now. Two high density floppy disc drives, the Unifile (£600) and the Duofile (£1,050) for use with the Apple III system will be available in the Summer. *Apple Computer (UK) Ltd, Eastman Way, Hemel Hempstead, Herts (tel 0442 60244)*

Slik dolly

A portable, folding dolly from Slik, designated model 6050, has fully adjustable clamps to accommodate the feet of most tripods. Made of steel, it has individually locked rubber wheels for



manoeuvrability, and when fully opened has a maximum diameter of 102cm. The dolly (about £47) folds up for storage and transport to 58cm × 16 × 14cm, with a convenient carrying handle. Finished in hairline chrome, it weighs 3.5kg. *Aico International, Aico House, Faraday Road, London Road Estate, Newbury, Berks.*



Promotional and display signs can be hung from shop ceilings with the Fineline suspension system, from Treetex Acoustics. Flat-headed screws are inserted into the support grid. *Treetex Acoustics Ltd, 324 Grays Inn Road, London WC1X 8BZ.*

HERE'S PROFIT ON A PLATE.

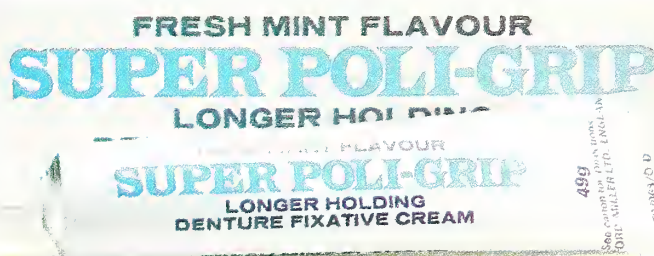
- Super Poli-Grip, the No. 1 cream denture fixative, is back on TV for 5 weeks, from February 21st.

- Sales have risen dramatically since our last TV burst.

- This year there's even more money behind Super Poli-Grip than ever before.

- 18 million people in the UK wear dentures and the demand for fixatives is escalating.

- The profits are gold-plated. Don't miss out. For details of the bonus and special offers, see your Stafford-Miller representative or phone Hatfield 61151. Now.



**SUPER POLI-GRIP. FROM STAFFORD-MILLER.
THE LEADING NAME IN DENTURE FIXATIVES.**

HEALTHCRAFTS

Early last year, Healthcrafts launched Ladycare.

Ladycare is a range of safe, natural dietary supplements created specifically for women.

And it's a totally new concept in the vitamin market.

We researched and developed three different formulations of vitamins and minerals.

Each was designed for women at a potentially problematic stage of their lives.

Ladycare No.1 is for use during the menstrual cycle.

Ladycare No.2 is specially formulated for the menopause.

And Ladycare No.3 is specifically for the over 50's.

We felt there was a genuine need for such a product.

Women obviously agreed, because the response was overwhelming.

Stimulated by a £½ million advertising campaign, both initial sales and repeat purchases were equally high.

Within four months, the orders from

one major high street retailer alone increased by 400%. And in the same period, overall distribution improved considerably.

It seems that Ladycare is a natural.

The product is right, the advertising is sympathetic and understanding.

The merchandisers in store are attractive, the leaflets helpful.

For you, the profit per square foot is excellent, and the opportunities for growth are enormous.

There's a potential target market of 17½ million women, many of whom are likely to try a product like Ladycare at some point in their lives.

In February this year there'll be a new £¼ million burst of our consumer campaign in women's magazines.

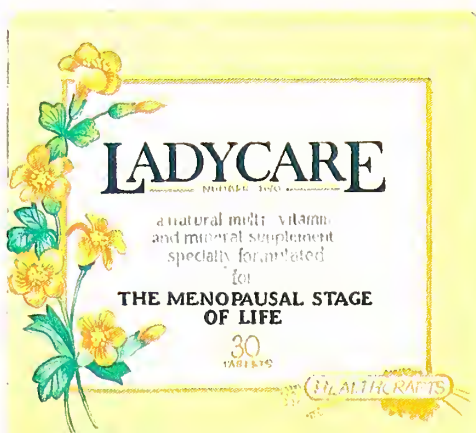
The demand for Ladycare will be greater than ever.

And by Springtime, your sales should bloom.

For more information, contact Len Weston, Customer Services Manager on Byfleet 44402, or talk to your nearest wholesaler.

THE FUTURE LOOKS ROSY.

MARCH 1982





JANUARY 1983

LADYCARE

with 8 vitamins
and 8 minerals
spanning the menstrual cycle
THE MENSTRUAL CYCLE
with
VITAMIN E6 AND IRON

30
TABLETS

WATERBURY

LADYCARE

with 8 vitamins
and 8 minerals
spanning the menopausal stage
**THE MENOPAUSAL STAGE
OF LIFE**

30
TABLETS

WATERBURY

LADYCARE

THE OVER 50's

WATERBURY

Experiences of Norfolk's NPA training group

The importance of training staff has for years been emphasised by the National Pharmaceutical Association. Last year a group was set up in Norfolk with NPA assistance. Mr J. King, a founder member, relates the group's experience and asks whether staff training is applicable to retail pharmacy.

Throughout my business career, I have always felt the necessity for a comprehensive staff training programme to ensure that our staff are as able as those employed by the large multiples with whom we have to compete. Consequently when David Coleman, an NPA board member, raised this topic in conversation, I eagerly accepted the opportunity to become involved in setting up a local NPA training group. David Colman introduced me to Ailsa Benson of the NPA training department, and she contacted other local pharmacists to set up a steering committee.

At our first meeting with Ailsa in Norwich, we decided that if our staff were to benefit fully from a training programme, then we as owners and managers should initially undergo training ourselves. With this in mind, we planned a series of six lectures entitled "Profit through people." The local DITB officer suggested that we might use Pottergate Training Services, the training organisation of the Boulton & Paul Group based in Norwich, who offer a range of services to outside business and public sector operations.

We decided to introduce the idea locally by first writing to all NPA members in the area, outlining our proposals, followed by a telephone call from one of the committee members. This proved successful in stimulating interest in the idea and produced over twenty participants for the course. This enabled us to run the course as two groups and gave Neil Rout, the course organiser, the chance to separate employers and their employees, thus avoiding any embarrassing or conflicting situations between them.

Each of the six lectures was devoted to specific topics which were the choice of the committee. The first of these was entitled "An introduction to management principles" and covered principles of planning, organisation, decision making and a group exercise which ensured that each group member became involved.

Communication was the title of the second lecture and involved studying

barriers to communication and developing communication skills and once again involved a role-play exercise.

The third session dealt with recruitment and selection procedures and included a selection exercise using qualified applicants for a specified position. This was videotaped to enable it to be presented for critical analysis and discussion by the class. This caused a certain amount of hilarity with the way some smoother types attempted to put the young lady applicants at ease!

The first three lectures took place in the Spring, and after a Summer recess they were followed by the remaining three. "Employment legislation" formed the content of the fourth lecture detailing relevant legislation, unfair dismissal and presentation of a case study for discussion. The fifth lecture, "Leadership & motivation" led us to examine leadership qualities and the ability to motivate staff in a small retail environment. Once again, there was a role-play exercise dealing with problems associated with the introduction of a computer into a business.

The final lecture, "Staff training" brought us back full circle to the reasons for setting-up the course. During this we were asked what we as customers would expect in the way of service in a shop followed by an exercise in setting up a training programme to ensure that our staff performed to this level. Neil Rout asked each of us how we felt our own staff performed on a percentage basis. The fact that nobody could claim anything approaching 100 per cent emphasises the necessity for a good staff training programme.

This year will see a continuation and consolidation of the skills learned so far. The staff course will be prefaced by a briefing session for managers and will then consist of four lectures split between Spring and Autumn. The first of these will deal with customer service and will be followed by a product knowledge course on hair care. The first of the Autumn lectures will be on merchandising and

window display related to general shop presentation and will be followed by a session on baby care.

It was felt that a day release as opposed to an evening course would be of particular value to enable the training programme to be fully developed and to allow people to travel more easily from outlying country areas. This would also stress to the staff the importance attached to the course by their employer.

Many independent pharmacies pride themselves on supplying the 'personal touch' to customers, but unfortunately their staff do not always fulfill this desire as efficiently as they might if they were properly trained. In a world where competition with multiples is becoming even more pressing, it is vital that the independent retailers' staff are encouraged to reach their maximum potential and this can only be done through a comprehensive training scheme. If pharmacists are to fulfill the role projected for them through the NPA advertising campaign, to promote the professional image of pharmacy, then it will be more readily achieved if we and our staff are properly prepared. I believe that our survival depends upon it!

POSTSCRIPT

The 'Big Sleep'

Sonarex, the anti-snoring nasal spray, is the perfect example of target research inspired by consumer demand.

Dr Pierre Gros, an eminent scientist in France, until his recent retirement spent most of his professional life engaged in pharmacology and toxicology research at the renowned Pasteur Institute in Paris.

He married late-ish in life, his science having kept him a bachelor. However his new wife, happy in all other aspects of their life together, found his snoring disturbed her sleep. "If you're such a hot-shot scientist," she declared, "why not find a cure for it?"

Dr Gros was desolè and, stuck for a solution, until one day inspiration came in the shape of a damp, moist clarinet. A concert was cancelled, Monsieur le Professor noticed, because the woodwind instruments had got damp. Aha! If dampness prevents instruments resonating, might it not do the same to the nasopharynx?

Reasoning thus, Dr Gros went on to develop his humectant nasal spray, Sonarex. It is now on sale in France and in the UK, and soon to be launched in South Africa and the US.



“A tonic? You put ice and lemon in it don't you?”

£200,000 SHOULD PUT HER RIGHT

New Sanatogen liquid tonic is being advertised in all the right places.

With a spend of no less than £200,000.

So approximately 14,000,000 women will see it.

Along with this, Sanatogen Multivitamins are back on TV with a spend of more than £1 million. In fact, the Sanatogen name will be everywhere. And you know what that means...to your customers, and to your profits.

Contact Fisons Pharmaceuticals, Derby Road, Loughborough, Loughborough 263113 Ext 48, for further information or call by representative.

New Sanatogen Tonic. For people who can't wait to feel better.



Be competitive Be unbeatable



Profit
On Cost
17.65%

16 x 12

Vestric

Sell at
£1.85
Offer Price £25.12

VANTAGE

Sell at
£1.76
Offer Price £24.00



Profit
On Cost
20%

25% Extra
Value Pack

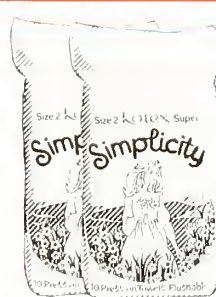
12 x 100ml

Vestric

Sell at
£0.64
Offer Price £5.59

VANTAGE

Sell at
£0.62
Offer Price £5.39



Profit
On Cost
20%

A No. 1
24 x 10
B No. 2
24 x 10

Vestric

A Sell at
£0.51
Offer Price £8.87
B Sell at
£0.57
Offer Price £9.96

VANTAGE

A Sell at
£0.49
Offer Price £8.47
B Sell at
£0.55
Offer Price £9.51



Vestric

Sell at
£0.72
Offer Price £



AVAILABLE ONLY
TO
VANTAGE
MEMBERS

VANTAGE

Sell at
£0.59
Offer Price £11.40



Profit
On Cost
20%

12 x Lge

Vestric

Sell at
£0.47
Offer Price £4.11

VANTAGE

Sell at
£0.45
Offer Price £3.93



Profit
On Cost
32.5%

6 x 75ml

Vestric

Sell at
£0.99
Offer Price £3.90

VANTAGE

Sell at
£0.99
Offer Price £3.75



Vestric

Sell at
£0.36
Offer Price £

Product	Size/Pack	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Profit Cost
BODY MIST 2 AEROSOL 25% Extra Value Pack Dawn Fresh, Spring Fresh, Wild Fresh	12 x 100ml	8.60	1.10	5.59	.64	5.39	.62	20%
COMPLAN (Available in Yorkshire & Tyne Tees areas only) * Natural Flavour	24 x 450gm	30.14	1.57	28.20	1.41	27.00	1.35	20%
Strawberry Chocolate Flavour	24 x 228gm	19.96	1.04	18.48	.92	17.70	.92	29%
Butterscotch, Strawberry, Chocolate Flavour	12 x 228gm	9.98	1.04	9.00	.92	8.64	.92	32%
	12 x 250gm	9.98	1.04	9.00	.92	8.64	.92	32%
CREST TOOTHPASTE Regular, Freshmint	24 x 4am	12.47	—	11.58	.67	11.16	.64	20%
Regular, Freshmint	36 x Ex Lge	15.00	—	13.95	.54	13.50	.52	20%
Regular, Freshmint	48 x Lge	14.14	—	12.48	.36	12.00	.35	20%
CURITY SNUGLERS Newborn	16 x 15	20.10	1.43	17.84	1.31	17.04	1.25	17.6
Daytime	16 x 15	24.16	1.72	21.44	1.58	20.48	1.51	17.6
Super Daytime	16 x 15	27.54	1.96	24.48	1.80	23.36	1.72	17.6
Overnight	16 x 12	25.57	1.82	22.72	1.67	21.76	1.60	17.6
Toddler	16 x 12	28.24	2.01	25.12	1.85	24.00	1.76	17.6
ELASTOPLAST FABRIC	12 x HdY	4.075	.55	3.42	.39	3.27	.38	20%
	12 x Lge	6.370	.86	5.34	.61	5.10	.59	20%
	12 x Econ	8.520	1.15	7.14	.82	6.84	.79	20%
AIRSTRIP	12 x HdY	4.075	.55	3.42	.39	3.27	.38	20%
	12 x Lge	6.370	.86	5.34	.61	5.10	.59	20%
	12 x Econ	8.520	1.15	7.14	.82	6.84	.79	20%
ELNETT SATIN HAIRSPRAY AEROSOL Extra, Normal	12 x 95g	9.30	1.24	8.03	.96	7.85	.96	25%
Colour Treated, Extra, Normal	12 x 200g	14.95	1.99	12.54	1.50	12.27	1.50	25%
HARMONY HAIR COLOURANT (All Colours)	6	3.365	.85	3.00	.72	2.85	.68	25%
IMPULSE BODY SPRAY Flamenco, Gipsy, Inspiration, Jeunesse, Nirvana, Musk	6 x 75ml	4.29	1.09	3.90	.99	3.75	.99	32%
KOTEX SIMPLICITY No. 1	24 x 10	11.08	—	8.87	.51	8.47	.49	20%
No. 2	24 x 10	12.26	—	9.96	.57	9.51	.55	20%
KOTEX SOFT N SURE No. 1	12 x 10	5.82	—	4.88	.56	4.67	.54	20%
No. 2	12 x 10	6.30	—	5.33	.61	5.09	.59	20%

with Vestric

VANTAGE



Profit On Cost 20%

48 x Lge

Vestric
Sell at **£0.36**
Offer Price £12.48

VANTAGE
Sell at **£0.35**
Offer Price £12.00



Profit On Cost 20%

24 x 30

Vestric
Sell at **£0.67**
Offer Price £11.70

VANTAGE
Sell at **£0.64**
Offer Price £11.16



Profit On Cost 25%

12 x 200g

Vestric
Sell at **£1.50**
Offer Price £12.54

VANTAGE
Sell at **£1.50**
Offer Price £12.27



Profit On Cost 20%

24 x 450gm

Vestric
Sell at **£1.41**
Offer Price £28.20

VANTAGE
Sell at **£1.35**
Offer Price £27.00



Profit On Cost 20%

A FABRIC
12 x Lge
B AIRSTRIP
12 x Lge

Vestric
A Sell at **£0.61**
Offer Price £5.34
B Sell at **£0.61**
Offer Price £5.34

VANTAGE
A Sell at **£0.59**
Offer Price £5.10
B Sell at **£0.59**
Offer Price £5.10



AVAILABLE ONLY TO VANTAGE MEMBERS

VANTAGE
Sell at **£0.34**
Offer Price £5.70

	Size/Pack	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Profit on Cost
	12 x 10	3.69	—	2.93	34	2.80	32	20%
	12 x 20	9.35	—	7.51	86	7.18	84	20%
HAMPOO Dry, Greasy, Normal	12 x Std	—	57	3.03	35	2.91	34	20%
Dry, Greasy, Normal	12 x Lge	—	79	4.11	47	3.93	45	20%
TOOTHPASTE	36 x Std	—	39	6.75	26	6.48	25	20%
	36 x Lge	—	55	9.45	36	9.00	35	20%
	12 x Econ	—	79	4.35	50	4.20	48	20%
	12 x Fam	—	99	5.40	62	5.22	60	20%
ERENT POWDER	12 x Lge	—	1.02	7.41	85	7.14	82	20%
	12 x Med	—	70	5.19	60	5.01	58	20%
	12 x Small	—	42	3.06	35	2.97	34	20%
	12 x 50	—	1.21	8.91	103	8.58	99	20%
	24 x 30	—	79	11.70	67	11.16	64	20%
	24 x 20	—	53	7.80	45	7.56	44	20%
	12 x Lge	—	92	6.69	77	6.45	74	20%
	12 x Small	—	60	4.44	51	4.26	49	20%
	12	—	87	6.24	72	6.00	69	20%
	24	—	79	11.70	67	11.28	65	20%
EF FRESH TOOTHPASTE	12 x 100ml	—	1.12	8.70	100	8.40	97	20%
	12 x 50ml	—	70	5.46	63	5.28	61	20%

VANTAGE

Vestric

Offers available February E&OE

Vestric Limited,
West Lane, Runcorn,
Cheshire, WA7 2PE.

If you would like to know more about Vantage,
please complete the coupon and return to the Marketing Manager.

Name _____

Address _____

Telephone: _____

Sales Force.



Dentu-Creme is more effective than soaking tablets and better value for your customers.

We're spending a great deal of money—and energy—getting this message home. With a spectacular new burst of "Fresh Cleaning Energy" commercials that'll be shown nationwide from late February.

So buy-in now, because when people see Dentu-Creme, soaking tablets won't be quite so bubbly anymore.

For details of the bonus and special offers available to you, see your Stafford-Miller representative or phone Hatfield 61151. Now.

THE ONE TOOTHPASTE EXCLUSIVELY FOR DENTURES.

Tamper evident products — safety at a price?

Two firemen put two and two together to implicate Tylenol as the cause of three deaths in an American family last year. The resultant "scare" has left manufacturers Johnson & Johnson considerably worse off financially, and with an as yet unresolved liability lawsuit on their hands. New legislation concerning tamper evident seals on all OTC products (with certain exceptions) comes into force in the US on February 7.

The possibility and cost of introducing tamper evident packaging in the UK, and the liability of manufacturers was discussed recently at a symposium on packaging security in the pharmaceutical industry.

Risks

"We are looking at the risks to people and risks to industry through profit," said Mr D. Dean, Fisons Ltd. The Food and Drug Administration produced a document on November 5, 1982 concerning the introduction of tamper evident packaging. Should the UK follow suit, Mr Dean asked? The short time allowed to implement the rules meant American manufacturers were having to buy abroad.

Ways of achieving tamper evidence are many — most are used on packages, though not necessarily pharmaceuticals, already. They include film wrapping, blister or foil packs, shrink seals or foil caps over bottle tops, tape seals, breakable caps, sealed tubes, vacuum

seals, sachets and flow wrapped articles (eg Mars bars) and ring pulls on bottles and cans. Tamper evident packs are not a cheap option, Mr Dean warned, and may conflict with child resistant closures. They may also require the product to be re-registered if there are doubts over stability in storage.

Legislation in the US concerns products that are normally sold over the counter. Improved supervision by the pharmacist must be one way of reducing the risk of tampering, which is small anyway, said Mr Dean. He suggested that a return to the older style of pharmacy, with less self selection, may help.

Mr Dean felt the industry might be forced into legislation. "The current is against us. Once one goes the rest will."

Even the FDA accepts that no pack can be made tamper proof, and cases similar to that of Tylenol are scarce. Dr Hunter, a consultant forensic psychiatrist, turned up only one biographical study in a computer search of the literature for cases of deliberate poisoning. He suggested the person who deliberately set out to poison was someone of above-average intelligence, with considerable knowledge of his or her subject — and not likely to be deterred by protective packaging.

Dr B. Whittle, FPS, described tampering with packs as a "people problem" and pointed out that the industry could not guarantee production against interference by a single individual. But tamper evident and child resistant

packs were of immense insurance value to a company, even if they were expensive. The Tylenol affair had prompted an industry awareness of the problem, and produced rapid legislation in the US.

Liability

Product liability is still a relatively new idea in the UK, but of increasing importance to pharmaceutical companies here, Mr J. Ashworth, editor, *Product Liability International*, told the symposium. The first case in English law took place in 1842 and concerned a stage coach. "It is still the liability of the manufacturer to compensate for injury caused by their defective products," he said. Anything in the direct product liability field is a civil action, and not a prosecution, as a technical breach of the Medicines Act would be.

The Government view is that product liability is a subject for EEC legislation, and consequently it has been little debated. A revised version of the proposed European directive was released in 1979, but member countries have still to reach agreement. Article 1 is a major bone of contention, which states that the producer should be liable even if the article could not be regarded as defective in the light of scientific and technological development at the time of its release into circulation. Member states are required to pass internal legislation within 18 months of the directive being approved.

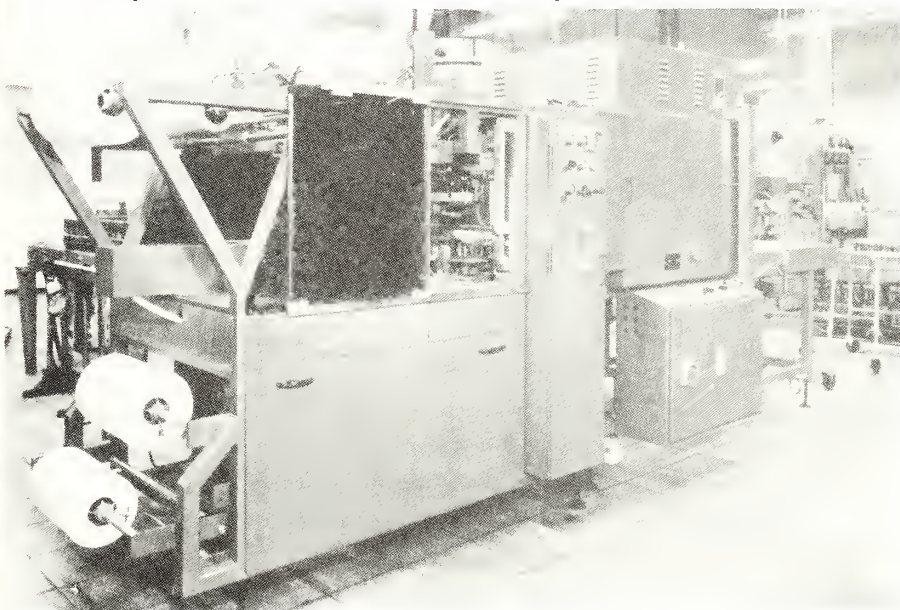
A central fund for compensation, run by the industry's trade association, has worked well in Germany and Switzerland, and is a suggestion being put forward in the UK, Mr Ashworth said.

Packaging is a much more difficult area. The pack hopefully protects the product from tampering, but is it the responsibility of the pack supplier or the drug manufacturer? One of the cases brought against Johnson & Johnson over Tylenol says the product "was unreasonably dangerous because poor packaging made it susceptible to tampering".

Insurance

Insurance can help, Mr Ashworth suggested, but premiums are likely to double if product liability law is introduced in the UK. And he again mentioned Johnson and Johnson. Product recall and rehabilitation cost the company \$100m, and it is now suing its own insurance company to try to recover costs.

The symposium was organised by Capsugel UK, 200 people from most of the major pharmaceutical and packaging companies attended.



An automatic collating and shrinkwrapping system from Engineering Developments Ltd at the Bath Road, Slough, factory of Nicholas Laboratories Ltd.

LETTERS

RPA gingers things up

I had hoped for some time for quiet reflection after a busy weekend, highlighted by a wide-ranging speech from Mr Henry Howarth, president of the Pharmaceutical Society of Great Britain, and by Mr Gordon Appelbe, head of the law department of our Society — but your editorial of January 15th was extremely timely and carries with it a whole host of interesting arguments, such that I feel it necessary to respond to the issues raised.

The comments under "Tell pharmacists" seems to be pertinent to the basic philosophy of the Rural Pharmacists Association, which is a ginger group extolling the potential of rural pharmacists, and advocating better use of that potential, with the concomitant improvement to the services for rural patients. But, just as important, the RPA exists to promote actively the interest of the future of rural pharmacy, to fight tooth and nail to ensure that we hold what we have, and to see that the full potential of our professional occupation is properly used. Your editorial seems to wonder whether this type of activity rocks the boat, and becomes a thorn in the sides of our contractual negotiators and members of the Pharmaceutical Society's Council.

This introduces two trains of thought, and implies that rural pharmacists should accept meekly and without aggravation that which is being done on our behalf by our negotiators and the Council, and which purports to be in "our best interests." It suggests that members of Council are fully conversant with the trials and tribulations of rural pharmacy, and that they know best. How many rural pharmacists are on the Council of the Pharmaceutical Society? How many can afford to be? What sort of representation would we have had on the Council without Mervyn Madge and the membership of the RPA to back him? What faith can rural pharmacists have in their future, if they can look back on their past and see what disasters have occurred because they allowed things to deteriorate without doing anything themselves?

The other train of thought is the alternative implication which says that the negotiations are so sensitive, don't whatever you do say anything to upset them. The option form issue and the early day motion are mentioned as examples. It must be remembered that the signing of option forms did not carry any mandate from the LCPs. Even our negotiators were therefore in a position of ignorance regarding the acceptance of such a condition. The RPA was in no such

position. Our members had made it clear that the option form issue was one to which they strongly objected.

In spite of their objections, the members of the RPA were anxious to see the Clothier arrangements finalised and consequently proposed that the issue be taken to the House of Commons. The duty of the RPA to look after the interests of its members is paramount; our negotiators are now aware of the feelings of rural pharmacists, and so also are the medical profession and Parliament. This can be no bad thing.

The strangest thing of all perhaps is that some may feel that rocking the boat in delicate negotiations is a far greater sin than that of accepting an iniquitous piece of legislation which everyone, including many doctors, sees as an unfair and totally biased part of a negotiated settlement. The RPA sees it for what it is, and has nothing to apologise for.

Perhaps we should be looking more closely at negotiating procedures that permit considerations which are blatantly unfair, and which are the result of strength and numbers, rather than logic and justice.

The president of the Pharmaceutical Society mentioned in his speech to RPA members that we should remember that action invariably creates reaction — according to the laws of physics — and he was in fact suggesting that the actions of a ginger group like the RPA could be unproductive and make matters worse. This is always a possibility which must be guarded against, but with all due respect the greatest danger is apathy, and this too, Mr Howarth mentioned in no uncertain terms.

I am very happy with the knowledge that even our worst enemies cannot say that apathy is one of our characteristics. Apathy is pharmacy's greatest danger and those actively and vociferously proclaiming the dangers that face us in rural pharmacy are not boat-rockers or scaremongers: they are the people who will not allow our livelihood to be swallowed up by dispensing doctors; they are the ones who point out to the apathetic that but for the likes of RPA members, rural pharmacy wouldn't be getting a proper airing and lively discussion throughout the profession.

You — some of you — maybe fed up with the sight of our message, but we have never been apathetic. Corns we may step on by the dozen; at least by the cries of pain we will know that our footsteps are heard.

John Davies,
Secretary,
Rural Pharmacists Association,
Wiveliscombe, Somerset.

The length and strength of Mr Davies' reaction to our Comment is curious, since we said simply that if rural pharmacists were kept informed by the negotiators they could better judge the "package" they are accepting or fighting against — Editor.

Cost of substitution

The generic substitution debate continues, with estimates of a £30m saving in the drug bill (*C&D*, January 22, p100).

As I understand it, an agreed level of profitability is decided between the DHSS and the drug companies. This level must be depressed if generic substitution were to be allowed on any scale. The only way in which the research-based drug companies can maintain their profitability — which they argue is essential to finance research (and support junkets on the Orient Express!) — is to increase the prices of their products still protected by patent.

The outcome of this would be: — no net reduction in the drug bill; a net increase in the value of stocks held, because both generic and proprietary brands would have to be stocked along with the new inflated-price patent-products; a net increase in interest costs deemed to have arisen in the employment of capital; a further blow to pharmacist contractors' remuneration as the DHSS on one hand allows the increase in prices of patent-protected drugs and on the other hand tells the PSNC that the average pharmacy stockholding has reduced!

Maybe I am missing the point, and I should share the optimism that generic substitution will have a negligible long-term effect on remuneration, but I do hope that any "no-detriment" agreement worked out with the DHSS takes pharmacist-contractors into account as much as the no-detriment agreement in force unofficially between the DHSS and the industry.

J. A. Schofield
South Shields

Service

I felt that I had to write regarding the supply of drugs and medicines over the Christmas 1982 period. It seems to have been a fairly quiet dispensing period — but could well have been otherwise!

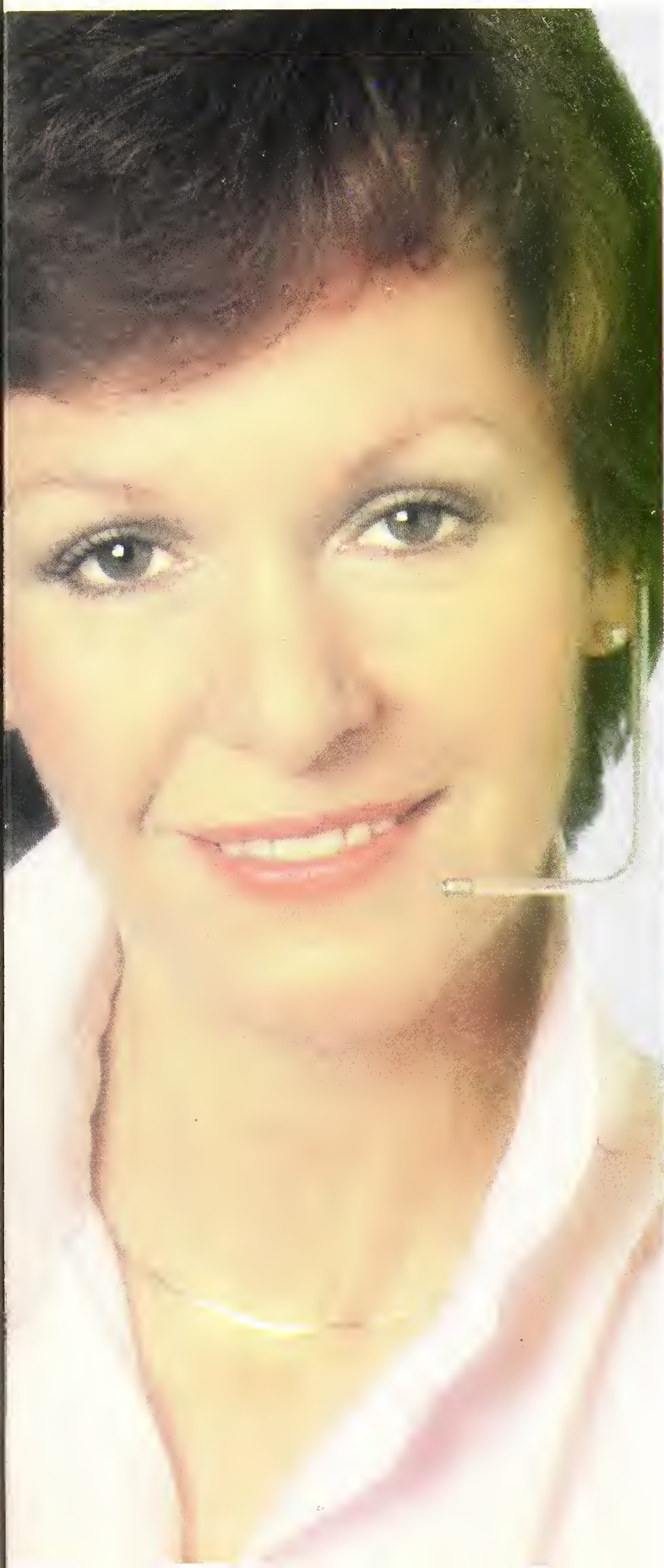
Thus it was reassuring to know that Unichem were providing such an excellent emergency cover this holiday period and I felt that our thanks should go to the management and staff who stood by to help with urgently-needed drugs at that time.

F. W. Brown
Southchurch, Brighton

1.5	No. of days treatment			
Initial	NB Ensure dose is stated		NP	Phc
ref				On-
				car
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Macarthy's

Where people can still talk to people

New investigation into rota breaking

The Ethical Committee of the Pharmaceutical Society of Northern Ireland is to gather written evidence of rota breaking by pharmacists in the Province following complaints to the Council.

At the January meeting, the secretary, Mr W. Gorman, reminded Council of the action taken by the Statutory Committee some thirty years ago, when the names of certain pharmacists were directed to be removed from the Register for keeping open to dispense and compound prescriptions when not required to do so by the rota system. Then, the Committee took the view that conduct that might result in the complete breakdown of the rota system, amounted to misconduct in the circumstances. Mr Gorman wondered if part of the present trouble arose because of delay in including new openings in the rota system.

Mr T. I. O'Rourke said the number of rota breakers was small but he knew of one pharmacy that had been open on January 1 and 3 in breach of an agreement with the Joint Industrial Council for Pharmacy. Several other members referred to instances of rota breaking in Provincial towns.

Dr J. S. Swanton said the Ethical Committee had recently considered a verbal complaint that a pharmacy in a shopping centre was open during the rota hour. On investigation, it had been found that the pharmacist's lease required him to stay open late on certain evenings and

close before the rota hour started on other evenings. In the circumstances the pharmacist could not be included in the rota scheme and it was agreed to accept the situation.

Mr J. Kerr was appointed a member of the Statutory Committee to fill the vacancy left by the resignation of Mr W. H. Boyd.

Benevolent boost

Members' donations to the NI Chemist's Benevolent Fund have increased by £500 over the 1981 figure, the treasurer, Mr G. E. McIlhagger reported. Income for the year of £8,470 included a donation of £1,000 from the Northern Pharmacies Trust Fund, interest investment totalled £3,275 and £4,085 came from members as a result of the president's appeal. Grants amounting to £4,382 were made, leaving a fund balance of £4,088 and capital of £35,180.

The treasurer paid a tribute to the generosity of the members whose response to the president's appeal continued to increase annually. The president said the members of the Fund's Committee were to be congratulated on their work which included visits to those in need and the offer of advice on their problems.

Reports from the Finance and Education Committees were adopted. The Education Committee had finalised the new conditions for the training of students and brochures were being printed. It was hoped to hold a course for

tutor pharmacists, probably on April 20.

President's dinner

Mr Hunter reported that arrangements for the President's dinner were almost complete. It is to be held at the Conway Hotel, Dunmurray on, March 23.

The applications of the following for registration as students were granted: Colette Kealey, 13 Claremont Street, Belfast; Florence Eileen McBride, 3 Clarke's Road, Newtownhamilton, Newry, co Down; Sylvia Ruth Maude, 20 Westland Gardens, Crossgar, Downpatrick co Down; and Peter William Wardlow, 68 London Street, Ravenhill Road, Belfast.

Mr O'Rourke referred to a meeting of representatives of the Council, Pharmaceutical Contractors Committee and Ulster Chemists Association when the draft of the model licence to health centre pharmacists was considered. One or two points required attention before a meeting with officials of the Department of Health when clarification of the meaning of some of the clauses could be obtained.

Local meetings

A meeting of the Lurgan, Portadown and Armagh District Branch at the Brownlow Health Centre, Craigavon, on Tuesday, February 15, will hear a talk on "Current trends in counter prescribing", would be given.

The secretary reported that it was hoped to hold a meeting of the North and Mid-Antrim District Branch in the Adair Arms Hotel, Ballymena, on February 16, and to arrange for a consultant paediatrician to give a talk on "Childhood asthma".

A symposium arranged by the Society of Pharmacy Students on "Drug Abuse" is to be held at the Medical Biology Centre, the Queen's University of Belfast, on Wednesday, March 2, at 2 pm, Professor D'Arcy reported.

BOOKS

Martindale: The Extra Pharmacopoeia. 28th edition. *The Pharmaceutical Press, 1 Lambeth High Street, London SE1 7JN.* 23 x 28cm. Pp xxx + 2,025. £57 (clothbound).

For a book of reference with no official status, Martindale has to achieved a reputation second to none. And it is unlikely to lose that reputation on the strength of the 28th edition. It is possibly the one reference book that covers just about everything a pharmacist in normal community or hospital practice is ever likely to inquire about. The dust cover proclaims it to be "the world's most comprehensive source of drug information in a single venture" and as such no dispensary should be without one.

A pointer to its value is that the material is to be used as an online data bank in the latter half of the year. And since Martindale is now compiled on computer the information will be right up to date.

The format of the book remains unchanged, although the new volume has larger pages with three columns of print, and is slimmer. The 28th edition contains 25 per cent more information than the last, with some 57,000 abstracts selected for inclusion. Part 1 contains 3,390 drug monographs divided into 105 chapters, arranged so as to bring together drugs of similar uses and actions. Over 900 of the entries are new, and most chapters now have a useful introduction giving background information on the pharmacology, use and administration of the various groups of drugs.

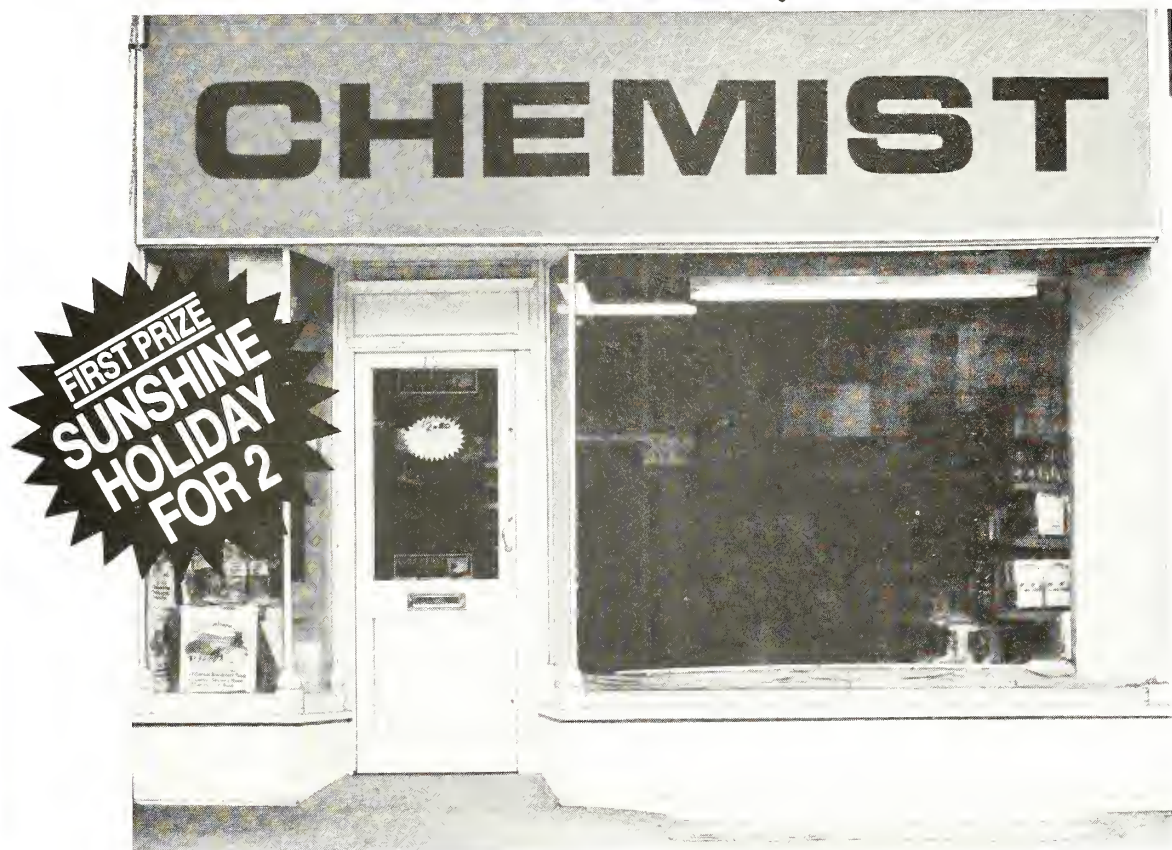
Part 2 comprises short monographs on 1,120 drugs which are new or under investigation, not easily classified, or obsolescent but still of interest. Ancillary

substances, such as plant-derived medicines and chemicals in domestic use, are also included.

Part 3 gives the composition of over 900 OTC products, together with their manufacturers. This section is smaller than that in the 27th edition, due to the continuing review of product licences. The indexes include a directory of manufacturers worldwide, a guide to therapeutic uses, and a general index with 50,000 entries.

The first Martindale was published by William Martindale in 1883. The copyright was acquired by the Pharmaceutical Society in 1933, and subsequent editions have been compiled by the Society's Department of Pharmaceutical Sciences. However, at £57 the book is not cheap, and it is a shame that such an essentially British reference work should have to be printed and bound in the United States.

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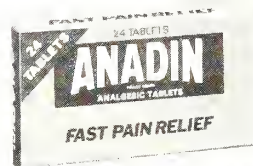
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'One more chance to clean up Bristol pharmacy

Bristol pharmacist Mr Dennis Baldwin has been given just one more chance to clean up his shop in Clifton, described at a hearing of the Pharmaceutical Society's Statutory Committee this week as a potential hazard to the public.

The Committee postponed until July its verdicts on complaints about the condition of Mr Baldwin's premises in West Mall, Clifton. Two years ago Mr Baldwin, 72, of 17 Canynge Road, Clifton, was reprimanded by the Committee after similar complaints by the Society's Council and was warned that he could be struck off the Register.

Mr Josselyn Hill, for the Society, said "He is very highly regarded and is of great repute in the area. Everyone wants to help". At an earlier hearing in January 1981, evidence was given that enormous improvements had been made but by May last year conditions were such that they amounted to a potential hazard to the public.

Community service

The Committee chairman, Sir Carl Aarvold, said that Mr Baldwin's dispensary was really nothing but a rubbish bin. Mr Baldwin was "a somewhat unusual man" who had no enemy in the world except himself. He had performed a great service to the community and yet, for some reason or another, now had seemed to have chosen to give up the struggle to fulfill the duties and responsibilities of a pharmacist.

The Committee was conscious of the danger that might be involved in allowing Mr Baldwin to remain on the Register. But members were impressed with his character, and they were not prepared to give in to the plea he almost made in indirect terms to strike him off. They hoped that six months would be long enough for him to recruit his friends and family into a joint effort to improve conditions at the shop and so allow him to continue his career as a pharmacist with pride.

Cluttered dispensary

The Society's inspector, Mr Anthony Jackson, said that when he visited the shop in May last year the dispensary sink was dirty. The surrounding area was cluttered with dirty dispensing bottles. On the floor between the stock room and the cellar were 12 boxes of dirty bottles, with many other boxes containing paper, rubbish, stock and bottle caps. The dispensing bench was covered with stock

and papers, piled to a height of about one foot; there was no working area. The stock on the bench was also covered with papers. In order to dispense a prescription Mr Baldwin's assistant had to pull open a drawer under a desk and dispense on top of the contents of a drawer.

Mr Jackson said that on the dispensing bench were out of date vaccines which had expired in 1977 and 1978. Other out of date and discontinued medicines were on the shelves. The cellar was dirty and cluttered; much of the stock appeared to be very old. He had revisited the pharmacy, and found the shop and dispensary much improved, but the cellar was in the same dirty state.

Mr Baldwin told the Committee that he worked single handed on the whole. His business was very personal and he spent a long time dealing with customers. He accepted the clearing up of the cellar

must be done but added "in all seriousness, I do not know how to set about it". If he worked at weekends he would be tired beyond measure on Monday. He would certainly do his best to ensure that the condition complained of did not reoccur, and he did not want to be in danger of breaking promises made with sincerity. He had had the safety and best interests of his customers uppermost in his mind all his working life.

I am fit

Mr Baldwin told the Committee "I am in your hands. If you think I am unfit to be a pharmacist then I am unfit, and I will put my key in the door tomorrow. I think I am fit; I have carried out my responsibilities well and many of my customers endorse that opinion".

He added that if it was possible he wanted to achieve two things: to take his business to its 150th birthday later this year and complete 50 years on the Register. But he was in the Committee's hands.

Diabetic control with purified insulin

Improved diabetic control does not necessarily result from changing to highly purified insulins, and regimens need to be tailored to individual patients and indirectly to antibody status. That is the advice of researchers at University Hospital, Nottingham, reporting in last week's *Lancet*.

Twenty-four patients, previously stabilised on bovine insulin, were treated sequentially with purified bovine, highly-purified porcine and semi-synthetic human insulin. Mean antibody levels were found to change little on purified bovine insulin but fell significantly on porcine and remained much the same on human. Antibodies to C-peptide moiety fell significantly and constantly throughout the study.

Although the dose did not change, and the workers report that frequency of hypoglycaemic episodes did not increase, glycosylated haemoglobin levels rose significantly in patients on porcine insulin, indicating a decline of diabetic control.

The workers note that decline in insulin antibodies may not be solely due to a change in species as the "purified" beef insulin used still contained about 40 times as much pro-insulin as the highly purified porcine variety. It remains to be seen if bovine insulin purified to the same degree would reduce circulating antibody.

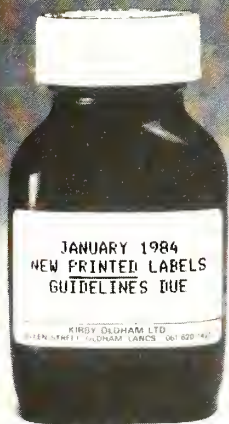
Insulin requirement has been reported to fall with decreasing antibody titre as

antibodies sequester insulin. However, the Nottingham group say their results appear to disagree because hypoglycaemia was not a consistent finding. The ability of insulin antibody to decrease variations in free insulin levels may be important in diabetic control. Patients treated with once-daily soluble and protamine zinc insulins show better control with higher antibody levels, for example.

The group concludes that the decline in control may have been because patients relaxed efforts to maintain good control after initial enthusiasm to do so. Another possibility is a change in free-insulin profiles and their relation to eating and exercise when switching to highly purified.

Advertisement correction

Fisons pharmaceutical division have asked us to point out that an unintended change in price of Paracodol was notified in their advertisement published in *C&D* January 15, p77. Retail price should be £0.51 and recommended trade price per doz £3.12 (excl VAT). Trade prices taking into account order points value are: 100-200 £2.96; 201-650 £2.89; 651-1500 £2.84; 1501-2000 £2.81; 2001 + £2.81. Credit will be given to chemists charged at the higher rates. *Fisons pharmaceutical division, Derby Road, Loughborough.*



The Pharmaceutical Society's Council advises pharmacists that, as from January 1st 1984, all labels on dispensed medicines should be typed or mechanically printed.

Now-Fast Relief from your labelling Headache

Labelling medicines is always a painful task but now, with new official guidelines on printed labels due shortly, it's going to be a real headache.

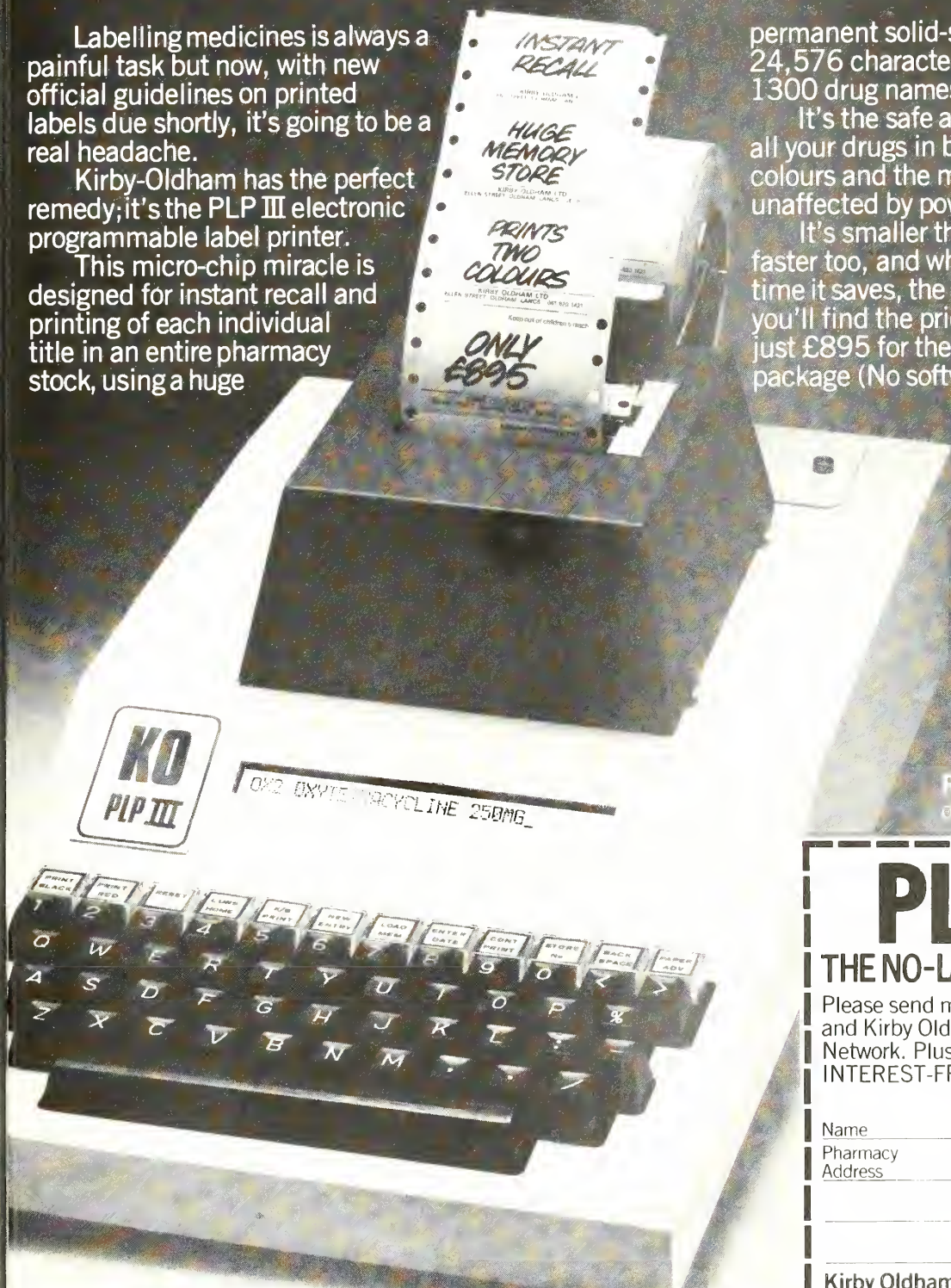
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ABCDE

Macarthy's' profits £0.25m down despite 34 pc wholesale increase

Macarthy's group profits before tax for the half year to October 31, 1982, are £250,000 down (to £1.67m) despite a 34 per cent increase in wholesale turnover and a substantial improvement in market share. Chairman Mr A.R. Ritchie mainly attributes this to the trading results of the pharmaceutical distribution and retailing divisions.

Increased costs and continuing "extreme pressure" on trading margins have resulted in a net profit reduction of some 16 per cent (£1.10m from £1.33m after tax). Retailing sales increases are difficult to achieve (up to £11.43m from £10.60m with profits down to £300,000 from £398,000) in today's economic climate, Mr Ritchie says. There has been a noticeable reduction in the sales volume of the more expensive, high-margin items and a continuing decline in gross margin on NHS dispensing.

Wholesaling turnover for the six months is £104.51m (£77.63m) with profit down to £1.08m (£1.28m).

Manufacturing and veterinary divisions have continued to perform well, says the chairman, but the protracted dispute in the NHS hospital service has held back sales and slightly reduced profits in the surgical division. "Now that it has ended, this business should resume a more normal pattern."

Mr Ritchie says business since the end of October has been reasonably buoyant in most divisions: "Our forecasts for the final six months indicate an equivalent, or slightly improved, profit compared with the results for the first half of our year."

The directors have declared an unchanged interim dividend of 2p per share on the ordinary share capital.

Sangers approve US acquisition

Sangers plc shareholders voted overwhelmingly at an extraordinary general meeting this week in favour of the acquisition of Technology Investments Ltd, a subsidiary of Paget Agencies Ltd. Paget's existing 15.11 per cent shareholding in Sangers was withheld from the voting, but all told 98.75 per cent of the votes cast were in favour of the resolutions. Mr G.T. Whyte is the beneficial owner of Paget and a non-executive director of Sangers.

Technology Investments own 52.6 per cent in the capital of Solidyne Inc, a US quoted company, whose subsidiaries include Stanelco plc (60 per cent owned)

and Colpitt BV. Solidyne and its subsidiaries manufacture in the United States, the Netherlands and England a broad range of industrial high frequency process heating equipment.

New directors

The Sangers board has appointed two new directors, Senator Charles T.M. Collis, a

director of Technology Investments, and Mr David R. Sinigaglia, president and chief executive of Solidyne. Mr B.W. Flinn, chief executive of Sangers, has joined the boards of Technology Investments and Solidyne.

Superdrug to go public soon?

Discount toiletries chain Superdrug plan to become a public company within the next few weeks. About 25 per cent of total equity — the minimum necessary under stock exchange rules — is expected to be offered to the public, with the company attaining a market value of some £50m. Superdrug are currently 42.5 per cent owned by American drug store company Rite Aid.

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For full details contact sole chemist distributors Ernest Jackson & Co. Ltd., Crediton, Devon. EX17 3AP. Tel. 03632 2251.

Searle launch pharmaceutical division...

G. D. Searle have formed a new pharmaceuticals division — to be known as Gold Cross Pharmaceuticals. Initially the new division will market a number of established products from Searle's range, including contraceptives Conova 30, Femulen, Novagard, Gravigard and Mini-Gravigard, gastro-intestinal products Lomotil and Regulan and antihypertensive Diatensec.

The company intends this range to be only a beginning however, and Gold Cross will also be marketing products of their original research. Several such products are currently under

development, and expected to be available soon. The division has its own sales and marketing organisations, but will also be able to call upon Searle's greater resources for medical and research back-up.

...and so do Hoechst

Hoechst are to launch a new UK pharmaceutical production and distribution division on February 1. Albert Products, which has been part of the international Hoechst group since 1974, will be carrying out original research, backed by the resources of the parent company. Merital and Frisium will be the first products to be marketed by Albert (see *Prescription Specialities*) and the company describes these as "the forerunners of a range of research-orientated products".

National sales manager of the new company will be Fraser Campbell, who joined Hoechst in 1970.

A&W to contract

Albright & Wilson are to close down their East London factory in Canning Road, Stratford. The closure, which has been made necessary due to declining sales and profits at the site, is expected to take about two years to complete.

During this time some production will be transferred to the company's facilities in Oldbury near Birmingham. Certain lines are likely to be discontinued altogether however. Some 80 jobs will be eventually lost at Canning Road, although there will be the opportunity for a number of staff to move to Oldbury.

Unichem extend

Unichem members in East and Central London, the home counties and East Anglia are now receiving a full service from the company's recently-extended Walthamstow branch. Medical orders had previously been dispatched from Walthamstow, while counter products

came from Willesden.

Thirty-five additional staff have been taken on to cope with increased demand at Walthamstow, which is now brought into line with Unichem's other 11 branches, all of which stock both medical and counter products.

Agfa re-enter UK 'darkroom market'

Agfa-Gevaert are re-entering the £17m UK market for photographic darkroom materials with the introduction of "darkroom centres" to retail photo outlets. C&D understands it is unlikely that any multiple or independent pharmacists will be among the dealers to stock the unit (around £5,000 trade before discount), at least initially.

The company hopes to sell in between 50 and 100 units before gauging its wider appeal or making the materials available

to wholesalers. Pharmacists wishing to stock these items may deal with Agfa direct if they can satisfy their trading terms. Agfa last sold photographic black and white papers in the UK in 1975 and see the new range of products as emphasising their position as "Europe's leading manufacturer" of darkroom materials.

Stockists of the range will have to meet an annual turnover target in darkroom materials. The centres will be serviced by Agfa representatives who will monitor sales, re-order to maintain levels, check "sell-by" dates and place POS and promotional materials.

Barclays in the black

Dixons pharmaceutical division — principally Barclay & Sons — is back in profit following last year's loss of £441,000. The division showed a pre-tax profit of £41,000 in the six months to November 13, 1982, despite half year sales down £4m to £34.7m. This is the first set of accounts from parent company Dixons not to include Westons Chemists, who ceased trading last year.

The company as a whole had a poor start to the half-year, but all divisions except processing showed a marked upturn in the second quarter. Six-month profits in processing fell to £243,000 from the previous £1m — on sales down £600,000 to £7.6m. The retail division has seen extremely buoyant trade since the end of November. Sales here were up £10m to £68.3m, with profits reaching £2.2m from the previous £2m.

Supplies restored

Phillips Yeast have fully restored production of Phillips tonic yeast and iron following the fire at their Park Royal factory in Summer 1982. Stocks should now be available from wholesalers or direct from the company at Park Royal Road, London NW10 7JK.



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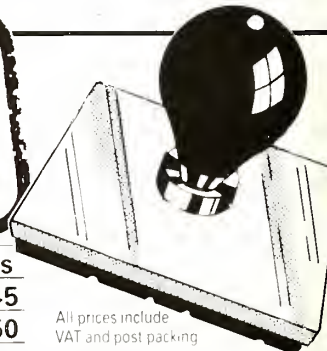
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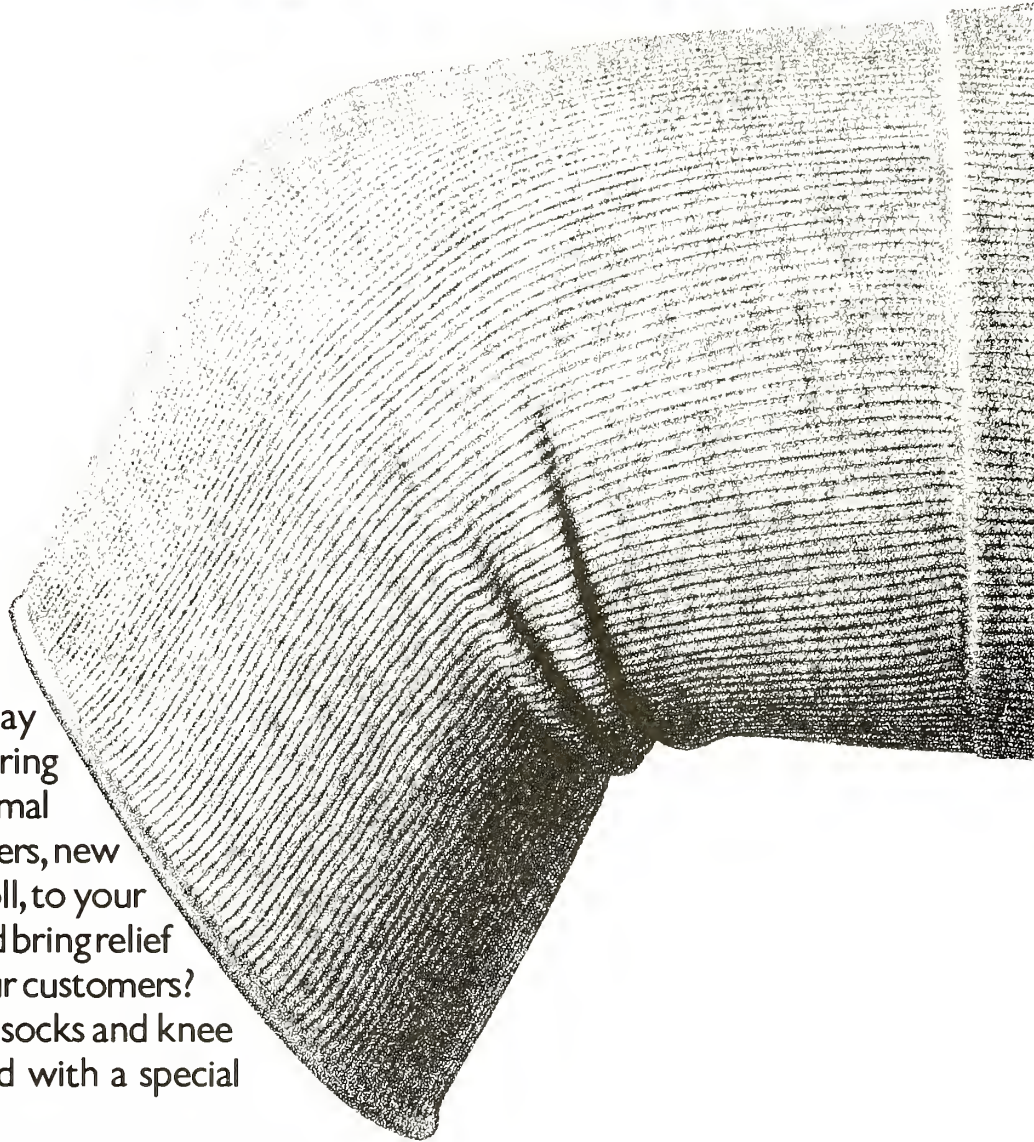
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MARKET NEWS

Weak pound affects chemical prices

London, January 25: The continuing weakness of sterling against other important trading currencies — in particular the US dollar — is now being reflected in higher prices for a number of imported pharmaceutical chemicals. Dearer are chloroquine, folic acid, isoniazid, ephedrine, sulphadimidine and tetracycline. Part of the increases in the last three chemicals mentioned can be attributed to firmer prices at origin. Against the present trend, dapsone has been reduced.

Among botanicals Cape aloes, Canada balsam and wild cherry bark continued to be dearer for shipment, but Peru balsam was lower.

Brazilian peppermint oil, which has attracted many buyers this month because of the lateness of the new crop, was up again at £13/kg cif. It has added £5.40 since the beginning of last month. Meanwhile the Chinese variety has been only marginally affected and is offered at well under half the cost of Brazilian. Chinese cedarwood was lower on the spot as holders brought down their quotations

to match shipment values. Dearer were Chinese spearmint, sandalwood and white camphor.

Pharmaceutical chemicals

Ascorbic acid: (per kg) 25-kg £6.27; 500-kg £5.80-£5.87 as to source; coated £6.25 — (25-kg lots).
Chloroform: BP in 180-litre drum from £1.24 per litre for one drum lots down to £0.99 for 39 drums. In 2-litre bottle £3.20 each for 175 litres; £2.50 for 7,000 litres.
Chloroquine phosphate: In 250-kg lots, £16/kg.
Cyanocobalamin: per g £3.85 in 100-g lots; imported £3.25 in 1-kg lots.
Cycloharbitone: Calcium in 50-kg lots £31.25/kg.
Dapsone: BP in 200-kg lots, £10.80/kg.
Dexpantenol: (per kg) £10.89 in 5-kg lots.
Dextromethorphan: £177.10 in 5-kg lots.
Diazepam: In 50-kg lots, £20.50/kg.
Dihydrocodeine bitartrate: £535/kg in 20-kg lots, Subject to Misuse of Drugs Regulations.
Ephedrine: (Per kg), hydrochloride £15.90 in 250-kg lots.
Folic acid: £68-£71.50/kg as to quantity.
Iodine: Resublimed £11.10/kg in 250-kg lots; crude 99.5% £8.34 in 500-kg lots.
Paracetamol: (Per kg) 10-ton contracts from £2.80 to £3.10; 1-ton £3.15. Premium for d/c £0.45/kg.
Strychnine: Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40/kg 5-10 kg lots.
Succinic acid: In 500-kg lots, £1.45/kg.
Succinylsulphathiazole: £9.98/kg in 50-kg lots; imported £5.50 (250-kg).
Sulphacetamide sodium: BP £7.20/kg for 50-kg.
Sulphadiazine: BP '68 £4.80/kg in 250-kg lots.
Sulphadimidine: £5.40/kg for imported in 1/2-ton lots.
Tetracycline: Hydrochloride £14.20/kg in 250 kg lots.
Theobromine: Unquoted

Crude drugs

Agar: Spanish £7.40/kg spot.
Aloes: Cape £1,540 metric ton, cif. Curacao no spot or cif.
Balsams: (kg) Canada: spot; £23.50/kg; 23.90, cif. Copaiba: Spot £4.35; £4.60, cif. Peru: £9 spot; £9.30, cif. Tolu: Spot £5.30.
Camphor: Natural powder £10.50/kg spot; £10, cif. Synthetic 96% £1.50 spot; £1.17, cif.
Cherry bark: No spot; £1,805 metric ton, cif.
Ginger: Cochin £1,400 metric ton spot and cif. Jamaican No.3 £1,950, cif. Nigerian split £700, cif. Indonesian £625 spot.
Menthol: (kg) Brazilian £7.40 spot; £7.25, cif. Chinese £7.50 spot; £7.05, cif.
Seeds: (metric ton, cif). Anise: China star £2,250. Celery: Indian £800. Coriander: Moroccan £470. Cumin: Indian £1,200. Fennel: Indian £2,000. Fenugreek: Turkish £285; Indian £275.

Essential oils

Camphor: White £1.25/kg spot; £1.12, cif.
Cananga: No spot, £25.75/kg, cif.
Cedarwood: Chinese £4.35/kg spot; £4.25, cif.
Citronella: Ceylon £2.30/kg spot; £2.24, cif. Chinese £3.00 spot; £3.00, cif.

Clove: Indonesian leaf £2.15/kg, cif. Madagascar £2.60 spot; 2.47/kg, cif. English distilled bud £57 spot.
Peppermint: (kg) Arvensis — Brazilian £13 spot and cif. Chinese £4.55 spot and cif. American piperata £13.50.
Petitgrain: Paraguay £8/kg spot; £7.65, cif.
Sandalwood: Mysore £72/kg spot. East Indian £72/kg spot.
Spearmint: Chinese £9.75/kg spot; £9.50, cif. American from £15.75 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Pharmacist golfer of the year

The search is underway to find the 1983 pharmacist golfer of the year. For the seventh successive year, Unichem and Colgate are jointly sponsoring the competition with the finals being held at Hawkstone Park, Shropshire, on September 14.

Entry, as usual, is by the submission of a medal card scored between now and July 17. The 33 best entries will qualify for the final and will be entertained for two nights by Unichem and Colgate at the Hawkstone Park Country Club. In addition, a draw will be held among the unsuccessful entries. The winner of this draw will spend a day with Bernard Hunt, the former Great Britain Ryder Cup captain. Cards should be sent to *Unichem, Crown House, Morden, Surrey.*

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Guild school

The Guild of Hospital Pharmacists' weekend school is to be held in Manchester from April 8-10. The theme of the school will be "Preventive medicine", and topics include infant vaccination, dental health and coronary artery disease. The venue is Owens Park Conference Centre, Fallowfield, and the registration fee is £59, which covers accommodation, meals and entertainment. Details from *Mr A. L. Sivner, Pharmacy Department, Prestwich Hospital, Bury New Road, Prestwich, Manchester.*

IPS conference

The seventh conference of the pharmaceutical and cosmetic industries section of the Institute of Purchasing and Supply will be held at Sudbury House, Newgate Street, London EC1 on March 8. Papers will be presented on product liability in the pharmaceutical and cosmetic industries, comparative costs and future trends in pharmaceutical packaging, trading with the Far East and Eastern Europe, and the development of fragrances in retail products. Registration

fee (including a buffet lunch) is £73 for members and £79 for non-members (prices exclude VAT). Information from *Mr William Reid, Institute of Purchasing and Supply, IPS House, High Street, Ascot, Berks SL5 7HU.*

Bucks pharmacists

A meeting for community pharmacists has been organised by Buckinghamshire Local Pharmaceutical Committee, to take place at Aston Clinton on March 20. Speakers will include Mr Peter Boardman, Superintendent, Central Checking Bureau, PSNC; Mr Marshall Gellman, NPA chairman; and Mr Peter Worling, managing director, Vestric. The meeting will be chaired by Mr Peter Smith. Details from *P. W. Allen, 45 Aylesbury Road, Aston Clinton, Aylesbury, Bucks.*

Wednesday, February 2

Sheffield Branch, Pharmaceutical Society, Jessop Hospital Lecture Theatre, at 8 pm. Dr I. E. Neal, consultant radiotherapist, on "The challenge of cancer and future trends". Joint meeting with Guild of Hospital Pharmacists.

Thursday, February 3

Edinburgh & Lothian Branch, Pharmaceutical Society, York Place, at 7.45 pm. Professor J. A. A. Hunter on "Common skin diseases and their treatment".

Harrogate Branch, Pharmaceutical Society, Postgraduate medical centre, Harrogate General Hospital, at 7.30 pm. Dr D. J. Charley, medical director, Wheatfields Hospice, Leeds, on "Care of the terminally ill".

Hounslow Branch, Pharmaceutical Society, Lecture Theatre, West Middlesex Hospital, at 7.45 pm. Ms P. Leaford, Wellcome Foundation Ltd on "The role of the product manager in the development of a new anti-viral drug".

Society of Cosmetic Scientists, Royal Society of Arts, 6-8 John Adam Street, London WC2A 6AJ, at 6.30 pm. Dr B. F. Johnson, University of Dundee, on "Psoralens and the skin: acute and chronic photosensitivity associated with plants, perfumes and medicines". Joint meeting with British Society of Perfumers.

Thames Valley Pharmacists' Association, Sterling-Winthrop House, at 8 pm. Mr A. Clatworthy, Senior scientific officer, Metropolitan Police Laboratories, on "The perfect poison".

Weald of Kent Branch, Pharmaceutical Society, Postgraduate medical centre, Kent & Sussex Hospital, Mount Ephraim, Tunbridge Wells, at 8 pm. Mr A. J. Smith, member of PSGB Council, on "Current trends in community pharmacy".

Advance information

Northumbrian Branch, Pharmaceutical Society, Brandling House, Gosforth Park, on February 11 at 7.30 pm. Annual dinner and dance. Details from Paul Allen, Mawson & Proctor, telephone Newcastle 872111.

National Pharmaceutical Association, Dormy Hotel, Ferndown, Nr Bournemouth, February 10 at 8 pm. Mr M. King, executive officer, NPA, on "Statutory sick pay (SSP) — what you need to know". Details from Michael Thornton, telephone (0253) 52619 before 1 February 8.

Society of Cosmetic Scientists, De Vere Hotel, Coventry, Warwickshire, on April 18-19. Symposium on "Surfactants in cosmetics and toiletries". Registration fee: members £110 + VAT, non-members £135 + VAT. Accommodation extra. Details from Society of Cosmetic Scientists, 56 Kingsway, London WC2B 6DX.

European Organisation for Quality Control, Zurich Hilton Hotel, Switzerland, on March 2-3 or 3-4. Discussion on "Microbiological standards for non-sterile products". Registration fee Sfr220. Accommodation extra. Details from Pharma Cosmetic Section, c/o SAQ Secretariat, PO Box 2613, CH-3001 Berne, Switzerland.

Agricultural and Veterinary Pharmacists Group. Visit to the Wellcome Research Laboratories, Berkhamsted Hill, Berkhamsted, Herts, on February 16 commencing mid-day. Members wishing to attend should inform Mr R. Marshall, PSGB, 1 Lambeth High Street, London SE1 by February 1. **General Meeting,** University of Aston, on March 23, commencing 2pm.

First International Risk Seminar, Royal College of Physicians, 11 St Andrews Place, Regents Park, London NW1 4LE, on March 13-15. Seminar deals with hazards and risk levels from chemicals. Registration fee £155. Accommodation extra. Information from Information Transfer International, PO Box 62, Beaconsfield, Bucks HP9 2NY.

Cosmetic Toiletry & Perfumery Association, Scientific Societies Lecture Theatre, New Burlington Place, London W1, on March 9 at 9.15am. Seminar on safety assessment and toxicity testing in the EEC. Cost includes lunch and refreshments, members £40 + VAT, non-members £60 + VAT. Details from Mr Ian Phillipson, CPTA Ltd, 35 Dover Street, London W1X 3RA.

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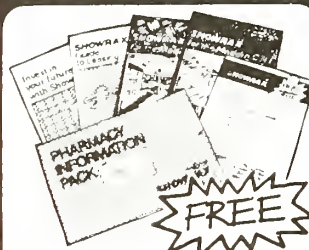
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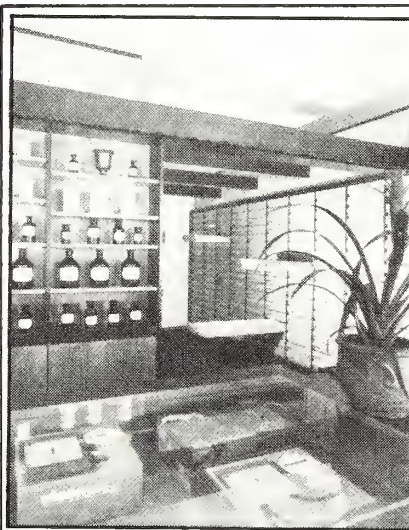
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